

PUJA GHOSH

Kolkata, India | 6289146756 | [Gmail](#) | [LinkedIn](#) | [Github](#) | [Project Portfolio](#)

Proficient in Data Visualization, Reporting, Dashboarding, Insight analysis with hands on experience in SQL, Excel, Power BI, Python. Honing strong analytical skills, decision-making, problem solving abilities with learning mindset and proactive approach.

TECHNICAL SKILLS

- | | | | |
|------------------|--------------------|-------------------|----------------------|
| • MySQL | • Power BI Desktop | • Python | • Data Modelling |
| • PostgreSQL | • Power BI Service | • Pandas | • Data Visualization |
| • Advanced Excel | • Power Query | • NumPy | • Data Cleaning |
| • Pivot Tables | • DAX | • MS Office Suite | • Data Storytelling |

WORK EXPERIENCE

Accessibility Tester | EDG Expert Solution Pvt. Ltd | Kolkata

07/2023 – 02/2025

- Assesses how well a website or application meets accessibility standards and laws, checks for accessibility issues in color contrast, text alternatives and keyboard navigation, Identifies barriers to accessibility and proposes solutions.

Tools used: AATT (Automated Accessibility Testing Tool), Accessibility Checker, Accessibility Checklist, Accessibility Viewer, aXe Chrome Plugin, FireEyes, Accessibility Management Platform (AMP)

Device Change Specialist | Maybright Ventures Pvt. Ltd | Kolkata

03/2019 – 08/2022

- Analyzing large datasets. Creating reports to convey key metrics. Validating and enhancing data accuracy and integrity. Developing and maintaining predictive reports for informed decision-making. Supporting data collection and cleaning processes. Conducting research to underpin data-driven recommendations.

Tools used: MS Excel, Vlookup, Pivot Tables, MS Word

PROJECTS

Pizzahut_ Sales Analysis | SQL | [Link](#)

- Leveraged pizza sales dataset to optimize Total Revenue and Revenue per day and month, Total number of orders during a particular time period, Number of orders based on category pizza types, & Highest selling pizzas and cumulative revenue info; resulting in Sales tracking, find out the flaws within the business, Create strategies to further improve pizza flavors or service & Consumer preferences and a lot more.

HR Analytics Dashboard | Power BI | [Link](#)

- The dashboard provided key insights into employee demographics, attrition rates, performance trends, and more, allowing HR professionals to take proactive measures in talent management and workforce planning.
- Used Power Query Editor for data cleaning, DAX for measures & visualization with charts, cards, table & filter.

Madhav E-Commerce Sales Analysis | Power BI | [Link](#)

- The dashboard provided key insights into Monthly and yearly sales performance, Best-selling products ranked by revenue and quantity, Sales distribution by states and Insights into repeat customers and their purchase behavior.
- Used Power Query Editor for data cleaning & visualization with charts, cards, bar & filter.

Data Analytics project | MS Excel | [Link](#)

- Created an insightful dashboard for 2022 sales by analysing the growth trends of targeting women aged 30–49 in Maharashtra, Karnataka, and Uttar Pradesh through strategic offers and promotions on Amazon, Flipkart, and Myntra by using pivot table.
- Charts, Conditional Formatting, Formulas, Data Cleaning, Visualization & data analysis add-in to accomplished top 5 states, top-performing channels.

Super Store Sales Dashboard | Power BI | [Link](#)

- Incorporated data analysis techniques, specializing in time series analysis, to deliver valuable insights and interactive dashboard creation, driving business success into Product sales are led by the West Region, followed by the East Region, Consumer goods are driving our sales, COD (Cash on Delivery) is the most preferred payment method among customers, Sales peak in November and December, Profits are highest in November, December, January, and February and Customers prefer the Standard shipping mode more than other shipping modes.
- Used Power Query Editor for data cleaning, DAX & visualization with charts, cards, map & filter.

EDUCATION

Bachelor of Commerce in Accounting

08/2016 – 07/2018

Sammilani Mahavidyalaya

ACHIEVEMENTS

- Rising Star Award for the best performer with 100 % quality and target achieved.