SHYAM SUNDAR PAUL

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in /shyam-sundar-paul

TECHNICAL SKILLS

- **Python**
- **Pandas**
- **NumPy**
- **R** (dplyr, ggplot2)
- **SQL**
- **HTML**
- **PowerPoint** ([Advanced](#))

BUSINESS COMPETENCIES

- **Statistical Modeling** (Linear Regression)
- **Consumer Behavior Analysis & Research**

EDUCATION

- MS in Computer Science (AI & ML) | Woolf University   (*Pursuing*) | *2026*
- MBA (Supply Chain & Operations Management) | JIS University   (*Pursuing*) | *2026*
- BBA | MAKAUT, WB   *CGPA*: *8.46 | 2023*
- XII (WBBSE) | Pritinagar Bhudeb Smriti Vidyapith   *2019*

ACADEMIC PROJECTS

- **Examining Social Media's Influence on Consumer Purchase Behaviors in Kalyani**
  - Analyzed survey data (N=109) to understand how social media engagement impacts consumer buying decisions, finding a strong positive correlation (r=0.811).

  - **Tech Stack Used:** Python, Pandas, NumPy, SciPy for quantitative analysis.

- **Emotional Branding's Impact on Purchase Behavior, Intentions & Perceptions**
  - Studied the effect of emotional branding on urban consumers through a survey (N=100) and regression analysis, which showed a significant boost in purchase behavior (β=0.814) and intention (β=0.838).

ACHIEVEMENTS

- NMAT 2023: Score 206, ~90th Percentile
- Developed and scaled a YouTube channel to 84,000+ subscribers
- Achieved Top 10% academic performance during graduation

CERTIFICATIONS

- Full stack Data Science and AI | IIT Guwahati
- Supply Chain Analytics | IIT Roorkee