

SOUMYABRATA GHOSH

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EDUCATION

Clark University Graduate School of Management – Worcester, MA

Aug 2023-Present

Master of Science in Business Analytics (GPA-3.53/4.0)

- **Relevant Coursework:** Data Analysis, Machine Learning, Predictive Analytics, Business Intelligence, Statistical Modeling

Indian Institute of Social Welfare and Business Management – Kolkata, WB/India

Aug 2018 - Dec 2019

Post-Graduate Diploma in Management in Business Analytics

- **Relevant Coursework:** Database Management, Statistics, Data Analysis, Data Mining, Advanced Machine Learning Algorithms
- **Capstone Project: Age Detection of Indian Actors** [Link to Project](#)
Developed a machine learning model to **predict age categories** (Young, Middle, Old) using the Indian Movie Face Database (IMFDB) with **91% accuracy** on 26,000+ images.

Chakdaha College -Chakdaha, WB/India

June 2015- May 2019

Bachelor of Science

TECHNICAL SKILLS

Programming: Python (NumPy, Pandas, Scikit-learn, TensorFlow, PyTorch), R (ggplot2, dplyr), SQL

Data Analysis: Alteryx, Tableau, PowerBI, Google Analytics

Databases: MySQL, PostgreSQL, MS Access

Web Technologies: HTML, CSS, JavaScript

Software: MS Office Suite [Excel(VLOOKUP, Pivot Tables), Word, Powerpoint]

GenAI Technologies: ChatGPT, OpenAI Advanced Data Analysis, Gemini, Copilot

Process Methodologies: Agile

EXPERIENCE

BHARTI AXA LIFE INSURANCE CO. LTD – Baripada, OD/India

2021 -2022

Business Operations Manager and Analyst

- **Leveraged** GenAI to boost productivity by **31%**, enhance customer satisfaction, and improve **operational efficiency** through data-driven workflow optimization.
- **Ranked 19th nationally** in Renewal Insurance Collections (2021-2022) by implementing targeted strategies, driving a **\$52K revenue increase**.

HDFC ERGO GENERAL INSURANCE CO. LTD – Kolkata, WB/India

2019-2021

Financial Advisor and Sales Executive

- **Increased policy sales by 20%** within the first year by managing a diverse client portfolio and delivering **personalized financial solutions** tailored to individual needs.
- Consistently exceeded **monthly sales targets by 90%**, providing **performance insights** to senior management to drive **sales strategies** and **customer retention metrics**.

INDIAN INSTITUTE OF TECHNOLOGY – Kanpur, UP/India

Summer 2019

iSMRITI Program Intern [Link to Project](#)

- **Project:** - **Developed** and **deployed** a **Flask-based hybrid recommender system** combining **collaborative** and **content-based filtering** approaches. Utilized advanced techniques such as **TF-IDF vectorization**, **cosine similarity**, and **Pearson correlation** to enhance recommendation **accuracy**, achieving **86.7%**.
- Built an **interactive web interface** for **real-time, personalized movie recommendations**.

PROJECTS

Hospital readmission Analysis [Link to Project](#)

- **Identified high-risk groups (70% readmission rate)** using **data-driven analysis** and developed **predictive models (XGBoost, ROC-AUC: 0.69)** to optimize readmission predictions.

Hanover Theatre Marketing Strategies [Link to Project](#)

- **Created strategic recommendations** to boost **student engagement** at The Hanover Theatre through tailored initiatives.
- **Implemented targeted marketing strategies** and designed **culturally inclusive programs** to attract diverse audiences.

Chronic Disease Indicator and Customer Segmentation [Link to project](#)

- **Investigated CVD mortality trends (2011-2014)** with **89.5% accuracy** indicating **metrics to improve public health**.

Future price prediction of commodities [Link to Project](#)

- **Developed a hybrid forecasting model (95% accuracy)** integrating **ARIMA and Random Forest** to predict prices of commodities such as **Gold, Silver, Copper, Platinum and Palladium** in **correlation with Oil**.

CERTIFICATIONS

- **PCEP** – Certified Entry-Level Python Programmer
- **RCR Basic Curriculum** (CITI Program, Exp. Sep 2027): Basic, Animal Subjects, Human Subjects, Human & Animal Subjects