Soumodwip Mondal

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PROFESSIONAL SUMMARY

Aspiring Data Analyst skilled in **SQL**, **Python**, **Excel**, **BI tools**, and **Machine Learning**, focused on converting data into actionable business insights. Experienced in exploratory analysis, dashboarding, and customer analytics to support data-driven decisions. Strong communicator who collaborates cross-functionally with a focus on data accuracy and business impact.

EDUCATION

Jalpaiguri Government Engineering College (JGEC) Jalpaiguri, West Bengal
Bachelor of Technology in Information Technology **CGPA: 7.87** *Aug 2023 – May 2027*

EXPERIENCE

Data Science Intern Aug 2025 – Nov 2025
Aim Digitalise *Kolkata, West Bengal*

- Broke down business requirements into analytical problem statements and defined KPIs for evaluation
- Cleaned, transformed, and analyzed large datasets using SQL and Python to uncover customer insights
- Built dashboards and automated reports that reduced manual analysis effort by 30%
- Generated data-driven recommendations and presented insights to non-technical stakeholders

PROJECTS

Dynamic Pricing Model & Retail Analysis | *Python, Pandas, SQL, Data Analytics* Github

- Built rule-based pricing algorithm analyzing 50 SKUs across 5 factors (competitive positioning, inventory health, sales velocity, ad efficiency, returns) to optimize profitability for a $1.3M retail business
- Integrated 18K+ records from 6 data sources identifying systematic underpricing in 98% of products and increasing net margins by 14 percentage points (11.87% → 37.5%)
- Designed phased implementation roadmap with risk controls (15% price cap, conversion alerts) projected to increase monthly profit by 110% ($81K+)

Shop-Easy Marketing Data Analysis | *Python, SQL, Power BI, NLTK* Github

- Analyzed marketing funnel and customer engagement data to identify drop-off points
- Conducted sentiment analysis on 1,300+ customer reviews using Python (NLTK) to extract actionable insights
- Developed targeted content and promotional strategies using seasonal and engagement patterns

Credit Card Customer Segmentation & Behaviour Analysis | *Python, Scikit-learn, ML* Github

- Analyzed 8.9K customer records to identify risk-related spending behaviors
- Performed K-Means + PCA segmentation improving targeted campaign ROI by 15–20%
- Constructed visualizations to convey outcomes, increasing adoption and reducing risk of bad debt by 10%

TECHNICAL SKILLS

Core Analytics: Data Analysis, Business Analysis, SQL, Python, EDA, KPI Definition, ETL
BI & Visualization: Power BI, Tableau, Excel (Pivot Tables, VLOOKUP)
Libraries & Frameworks: Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, FastAPI
Databases & Cloud: MySQL, PostgreSQL, MongoDB, Google Cloud Platform
Tools & Others: Git, APIs, LLMs, Reporting

ACHIEVEMENTS

Winner, Hack-Wars 2025: Inter-college hackathon organized by Jalpaiguri Government Engineering College *Link*

Problem Solving: Solved 500+ Data Structures & Algorithms problems across platforms including LeetCode *Link*

CERTIFICATIONS

Google Data Analytics Certificate (Coursera) 2025 *Link*
Programming for Everybody (Python) (Coursera) 2024 *Link*