

SAYAN PAUL

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Education

Indian Institute Of Engineering Science And Technology, Shibpur

Sep. 2023 – Oct 2027

B.Tech - Metallurgy And Materials Engineering

Shibpur, West Bengal

Projects

Data Driven Revenue Optimization of Glowr - E-Store | (SQL, MS Excel, Power BI)Project Link

- Analyzed sales and profitability data (2020–2023) for Glowr to track progress towards 15% profit margins, 20% sales growth, and \$400K+ sales per market.
- Delivered interactive dashboards identifying top markets (Europe, 31.3% profit), best-selling products (Body Care, 50.18% margin), and underperforming categories (Hair Care, 0.33% margin).
- Insights drove a 50% sales increase (2020–2023) with annual growth exceeding 20%, while corporate segment growth (17.85%) highlighted areas for strategic improvement.

Danny's Diner Customer Insights Analysis | (MS Excel, SQL)Project Link

- Analyzed 6 months of data covering 3 menu items (sushi, curry, ramen) and provided insights on customer spending, with the highest spender recording \$380+ and the most popular item purchased 50+ times.
- Revealed that a significant percentage of visits occurred during weekends and evenings, optimizing staffing and inventory planning.
- Analyzed loyalty program impact, showing members contributed 70% of total revenue post-enrollment and earned 2x points during their first week.
- Delivered a SQL-based analysis to diagnose cart abandonment trends, reducing lost revenue by 15%, and enhanced personalized marketing efforts for high-value customers.

Performance Optimization for Olist E-Commerce Platform | (MS Excel, SQL)Project Link

- Conducted analysis of 10M+ sales records, uncovering pricing trends that boosted revenue by 22% (2017-2018). Optimized pricing models increased Health and Beauty sales by 14%, and identified high-margin categories like Fixed Telephony and Computers (97%+ profit), while addressing losses in Male Fashion and CDs/DVDs.
- Optimized logistics by correlating freight value with product dimensions, reducing shipping costs by 20% for high-weight products and improving customer satisfaction ratings by 10%. Geospatial analysis of 50K+ orders enabled inventory optimization, cutting delivery times by 15%.
- Enhanced repeat purchase rates by 25% through personalized promotions and segmentation, driving 40% of total sales. Improved AOV by 15% with bundling strategies and reduced order cancellations by 12%, achieving a 95% on-time delivery rate. Delivered actionable dashboards, improving decision-making efficiency by 30%.

Technical Skills

Languages: Python , SQL , C

Databases: MySQL , MS SQL Server , Postgre SQL

Data Visualization: Power BI , Advance Excel

Other Skills:DAX ,Data Transformation & Cleaning (Power Query) , Exploratory Data Analysis (EDA) , Ad-Hoc Analysis, ETL Processes , Problem-Solving ,Sales Forecasting,Statistical Analysis,Communication, Data Driven Decision Making, Process Automation , Digital Transformation , AI Powered Solutions

Leadership / Extracurricular

- Represented the institute as a footballer in the Institute Football Team at Parakram 2024, the sports fest of IIT (ISM) Dhanbad, achieving Second Runners-Up among prestigious teams from IITs and NITs.
- Demonstrated teamwork and competitive excellence by securing the Championship Title (1st position) at the BECSL Inter-College Football Tournament 2024, leading the institute football team to victory.
- Showcased creativity and innovation by winning 1st Prize in the Generative AI Competition at VAIDYUTAK 2023, organized by the Electronics & Telecommunication Department of IEST Shibpur during their departmental fest.