

Sriyanka Chakraborty

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Profile Summary

Data Analyst and recent Information Science graduate with strong proficiency in SQL, Python, Excel, Tableau, and Power BI. Skilled at transforming complex datasets into clear, actionable insights that drive retention, increase revenue, and improve operational efficiency. Experienced in analyzing product performance, user engagement, and sales trends to support data-driven business strategies.

Key Competencies

SQL | Python (Pandas, NumPy) | Excel | Tableau | Power BI | Git | Data cleaning | Transformation | Trend & statistical analysis | Relational DBs | ER modeling | Normalization | Dashboards |

Experience

Data Analyst, Pinspire

6 Months

- Analyzed the full user value funnel (share → pin view → edit → directions) using SQL and Python, identifying major drop-offs and helping reduce Time to Value for new users.
- Performed geographic and content segmentation (Food vs Travel) to highlight top pinned cities/countries and high-performing content types, guiding localized marketing and feature focus.
- Built retention cohorts to find the minimum pin-save threshold linked to long-term engagement, enabling the team to prioritize features that improve early activation.
- Created interactive dashboards in Tableau to visualize funnel performance, top geographies, and retention trends improving visibility of product KPIs for the leadership and product team.

Intern, Salesforce

4 Months

- Cleaned and updated CRM lead & opportunity records, improving data accuracy by 15%.
- Built and customized 10+ reports and dashboards for sales pipeline, lead status, and user activity tracking.
- Configured workflow rules and email alerts to streamline internal follow-ups and reduce manual tasks.
- Managed profiles, roles, and permission sets to ensure secure access for 25+ internal users.

Case Studies

FreshMart Sales Analytics: Maximizing Revenue Through Data-Driven Insights

GitHub | Dashboard

- Conducted analysis on 4 months of sales data; uncovered that top 10 percent of products/customers drive 45 percent of revenue and discounts >20 percent cut transaction value 15 percent. Informed strategies projected to lift annual revenue 8–12 percent.

Bumble User Profile Analysis for Targeted Engagement (Python)

GitHub

- Identified 60,000+ profiles: flagged 65 percent single users, 18–25 as dominant age, <10 percent profile completeness, and key regional segments—guiding smarter onboarding and localized campaigns.

Snapdeal Product Sales and Profitability Analysis (SQL, Python)

GitHub

- Pinpointed categories beating sales targets by up to 24 percent, revealed high-revenue/low-profit products, and top order states; drove targeted promotions and inventory optimization.

Northwind Traders Advanced SQL Analysis (SQL)

GitHub

- Led SQL analysis to identify top customers (>100K spend), rank suppliers by catalog (>5 products), highlight second-best sellers, and analyze reorder gaps—guiding inventory and retention efforts.

Netflix Content Analytics and Strategic Insights (Python)

GitHub

- Performed Netflix content analysis on 10,000+ titles using Python and SQL, revealing trends in content type, countries, directors, and seasonal additions.

Certificates

Top Fellow, NextLeap Data Analyst Fellowship

2025

Oracle Database Design

2023

Education

BE in Information Science and Engineering, East Point College of Engineering & Technology - GPA: 7.89 (View Results)

Sep 2020 – Jul 2024