Subarna Maity

Roll No.:23MT10055
B.Tech - Metallurgical and Materials Engineering
Indian Institute Of Technology, Kharagpur

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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Tech.	Indian Institute of Technology, Kharagpur	7.56 (Current)	2023-Present
Senior Secondary	ISE Board	94.25%	2023
Secondary	ICSE Board	97%	2021

EXPERIENCE

- **Under Dr. Soniya Gupta-Rawal** — *Cambridge Judge Business School*
  Research Intern – Satellite Data Project — Jan 2025 – Present
  - Conducted **web scraping** and **data collection** on ISRO satellite launches, comparing **cost efficiency** with global space programs, focusing on UK region-based data extraction.
  - Analyzed **cost data** from government reports, ISRO documents, and open-source databases to evaluate **ROI** and **sustainability metrics** in space missions.
  - Learned fundamentals of **Large Language Models (LLMs)** and **prompt engineering** as part of a chatbot development initiative for satellite data query automation.

- **Penaite** — *Remote*
  Marketing Associate Intern — Aug 2024 – Oct 2024
  - Led **content creation** and **social media marketing**, managing Instagram, YouTube, and blogs to increase **brand engagement**.
  - Conducted **market research** and **investment analysis**, contributing to strategic content and business development.
  - Assisted in the planning of Penaite's Pune office expansion using a **student-led operational model**.

PROJECTS

- **Revenue Insights Dashboard for Hospitality Industry**
  Self Project
  - Built a **Power BI dashboard** for a hotel chain, transforming 30K+ rows of raw booking data into a star schema to calculate **KPIs** like **RevPAR, ADR, DSRN,** and **Occupancy, etc.** using **DAX.**
  - Designed stakeholder-focused visuals with filters by city, room type, and week, including dynamic tooltips and platform-wise performance trends to support data-driven decision making.

- **Blinkit Sales Analytics Project**
  Self Project
  - Conducted a comprehensive sales analysis using **SQL, Power BI, and Excel** on 8.5K+ grocery transactions; delivered insights on **total sales, average sales, item performance, and customer ratings.**
  - Created **interactive dashboards and pivot reports** to analyze performance by **outlet size, item type, location tier, and establishment year,** enabling **real-time filtering** and **business decision support.**

- **A/B Testing and Statistical Analysis of Marketing Campaings**
  Self Project
  - Performed **A/B testing** on marketing campaign data using **Python**, including **exploratory data analysis (EDA)**, data cleaning, and visual analysis to compare **conversion rates** across test groups.
  - Applied **statistical tests (Chi-square, t-test, Mann-Whitney U)** to evaluate the significance of user behavior differences by ad timing and group assignment, providing actionable insights for **campaign optimization.**

- **User Engagement and Sales Analytics Dashboard using Looker Studio**
  Self Project
  - Created **interactive dashboards** in **Looker Studio** to visualize sales and customer data, enabling clear **insights into business performance.**
  - Integrated data sources and applied **dynamic filters** and calculated fields to support **data-driven decision making** for stakeholders.

- **Marketing Budget Optimization using Market Mix Modeling (MMM)**
  Competition - GC, Data Analytics'24
  - Performed **exploratory data analysis (EDA)** on annual marketing and sales data to identify patterns, **seasonal trends,** and **channel effectiveness.**
  - Performed exploratory data analysis (EDA) on annual marketing and sales data to identify patterns, seasonal trends, and channel effectiveness.
  - Applied **Market Mix Modeling (MMM)** to determine each marketing channel's contribution to sales and optimize budget allocation, forecasting a **20% quarterly revenue increase** through strategic spend reallocation.

Skills

- **Programming Languages:** **Python**, **C++**, **MATLAB**, JavaScript, HTML, CSS
- **Data Analysis & Visualization:** **Power BI**, **Excel (Pivot Tables)**, **SQL**, **Looker Studio**, **Pandas**, **NumPy**, **Seaborn**, **Matplotlib**
- **Marketing Analytics:** **Campaign Performance Analysis**, **A/B Testing**, **Conversion Rate Optimization (CRO)**, **Marketing Attribution**, Mobile App Metrics (CPI, CTR, ROAS)
- **Statistical Analysis & Modeling:** **Hypothesis Testing** (**Chi-Square**, **t-Test**, **Mann-Whitney U**), **Market Mix Modeling (MMM)**, **Budget Optimization**, **Exploratory Data Analysis (EDA)**
- **Frameworks & Tools:** **Scikit-learn**, Bootstrap, **Deep Learning**, Jupyter Notebook, **NLP**

Coursework Information

- **Mathematics:** Linear Algebra, Basic Calculus, Probability Statistics, Transform Calculus
- **Core Subjects:** Computational Applications in Metallurgical Process, Transport Phenomena in Metallurgical Process, Deformation Behaviour in Metallurgical Process, Materials Processing, Thermodynamics, Introduction to Introduction Material Sciences

Positions of Responsibility

- **Subhead,** Composit, IIT Kharagpur *Nov 2023 - April 2025*
  - Managed **sponsorship outreach and negotiations**, securing funding from companies and alumni to support event initiatives, raising **20,000** for the fest.
  - Co-organized **departmental fest** for the Department of Metallurgical and Materials Engineering; brought in participants from colleges across India.

- **Associate Member-Core Team,** Spring Fest, IIT Kharagpur *Aug 2023 - July 2024*
  - Coordinated with multiple departments to organize one of India's largest cultural festivals, managing **logistics** and **event execution**.
  - Led a team of volunteers, overseeing **planning, sponsorship outreach**, and **artist engagement** to ensure smooth operations.
  - Handled **budgeting and resource allocation**, optimizing event planning and execution within constraints.

- **Senior Executive Member,** KodeinKGP Technology Web 3.0 Society *Sep 2023 - April 2025*
  - Organized **hackathons and tech events**, promoting awareness and engagement in blockchain and Web 3.0 applications.
  - Collaborated with **industry professionals and alumni** to conduct technical workshops for students.

- **Associate Member- Core Team,** Shaurya, IIT Kharagpur *Aug 2023 - July 2024*
  - Coordinated with departments to organize one of India's largest cultural festivals, managing **logistics and execution**.
  - Led a team of volunteers and managed **budgeting and resource allocation** for efficient event delivery.

- **Subhead,** Finance and Economics Club, IIT Kharagpur *Sep 2024 - April 2025*
  - Conducted **financial analysis workshops** and developed **case studies** on macroeconomic trends and **investment strategies**.
  - Worked on **portfolio optimization models**, integrating **real-world financial data** for strategic decision-making.

Achievements

- **1st Runner-Up,** among 1042 teams, Viz- Quest, IIM Nagpur *2024*
- **Internal Round Qualifier,** Smart India Hackathon (SIH) *2024*
- **2nd Runner-Up,** among 1170 team, Analytica: The Data Analysis Event, NAARM, Hyderabad. *2024*
- **Top 10,** NSSC'24 Data Analytics Challenge, SPATS, IIT KHARAGPUR *2024*

Extracurricular Activity

- **1st Position,** General Championship (GC) Yoga as part of the team *2023*
- **Best Player Award,** General Champoinship Yoga *2023, 2024*
- **Captain,** General Championship Yoga *2024*
- **!st Position,** Open IIT Yoga *2023*