# **Swetaleena Guha**

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**OBJECTIVE**

I am seeking an opportunity to broaden my knowledge of Data Science, specifically in the analytics and Business Intelligence field. Thus, I intend to pursue an MS degree or an MS, followed by a PhD degree, to achieve my long-term goals to pursue research in academia or industry and make significant contributions to the engineering community which would benefit society. At the same time, I believe that graduate studies will bolster my skills and allow me to delve deeper into topics of interest. I am a two-time Award-winning Senior Consultant with 2 years of professional expertise in Data Management and ETL process. I bring with me a solid industry foundation in relevant Data Science disciplines, with a focus on Data Analytics and Business Intelligence, and a propensity for using ML approaches to solve challenging problems.

**ACADEMIC QUALIFICATION**

**Institute of Engineering & Management (IEM) Kolkata, West Bengal**

*Bachelor of Technology in Electrical Engineering GPA: 8.72/10*

*2017 – 2021*

*Maulana Abul Kalam Azad University of Technology (MAKAUT)*

*Formerly West Bengal University of Technology (WBUT)*

**ACADEMIC PROJECTS**

**Title: Application of Sliding Mode Control(SMC) ,**

**Institute of Engineering & Management (IEM), Kolkata, West Bengal**

**May 2020** - **April 2021**

**Team Size**: 4

**Role**: Team Member

**Summary/Description**

The project was based on: A terminal sliding mode control (TSMC) based algorithm for altitude and attitude tracking of a Quad-rotor type Unmanned Aerial Vehicle (UAV). Effectiveness of the control method was shown by various experimental data collections and numerical simulations of Quadrotor in various situations and compared with conventional SMC.The descriptive data analysis helped our project team identify parameters that could provide us a better result. This defining moment sparked my interest in data analytics, data collection and data management.

**INTERNSHIPS**

Research Internship in National Institute of Technology Durgapur Jan 2020-Mar 2020

**Summary/Description:**

These research involved applying techniques like regression analysis, optimization, creating scatter plots, and simulation models using MATLAB in the Control Systems industry. These initiatives helped me publish 2 Research Conference Papers in Michael Faraday IET International Summit: MFIIS-2020.

**PUBLICATIONS**

* Compensation of SISO Stable and Unstable LTI plants with Non-Integer Order Controllers, Swetaleena Guha1\*, Maitreyee Banerjee2, Jayati Dey3, Reetam Mondal4(2020)
* Precision Modular DC Servo Motor Control with FO Controller, Maitreyee Banerjee1\*, Swetaleena Guha2, Jayati Dey3, Reetam Mondal4(2020)

**The above two Papers are published in ResearchGate, IET and IEEE.**

* Terminal Sliding Mode Control Technique for Flight Control design of Quadrotor, Madhumita Pal1\*, Avik Paul2, Maitreyee Banerjee3, Swetaleena Guha4 (2022)

**The above paper is a Research Article published in AIP Publishing.**

**WORK EXPERIENCE**

**Company:** **Protiviti India Member Firm Pvt. Ltd.: Senior Consultant -Data & Digital Designation: Senior Consultant**           **Jan 2022-Present**

Oracle India Pvt. Ltd.- Audit Analytics: Oracle SQL Developer, Oracle Analytics Desktop/Cloud (OAD/ OAC), Advanced Excel

* Got completely outsourced at Oracle in their Internal Audit Team being a part of their Data Science Department
* Assumed responsibility for one-to-one interactions with the client and key business owners to gather data related to in-scope business domains and processes. Performed ETL on the data for quarterly refreshes.
* Reviewed and modified existing SQL Queries, Stored Procedures and decreased the quarterly refresh time by 12%.
* Collaborated closely with business departments to understand audit test needs and convert those needs into efficient SQL queries aimed to identify exceptions.
* Developed various dashboards in OAD for analyzing and visualizing exceptions for different audits and created interactive workbooks to showcase historical revenue- $10B data of the client.
* Received Monthly accelerator award,Dec2023 for outstanding performance towards the clients.

Maruti Suzuki India.- Audit Analytics:R Script,Power BI,Tableau

* Lead team of consultants for KPI dashboard Development for Sales and Marketing, HR

analytics, Supply Chain Management, Reimbursement for Internal Audit Department for

continuous control monitoring

* Automation for R script for ETL which reduced sampling and processing time by 90%
* Requirement gathering and creating data frameworks for developing Data models to
* support Power BI dashboards
* Implemented fraud detection model with 32 triggers using complex R script queries by

analyzing data for suspicious activities and accounts Resulted in 80% of fraud prevention

* Work alongside cross-functional teams to Developed monthly performance dashboard for

70 KPIs to give insights of business growth and area of improvement

* Communicated with Stakeholders across various teams for project understanding and

conducted regular status meetings to inform about project progress and potential challenges.

* Awarded as Accelerator of the Month in March 2023 in recognition for outstanding contributions to clients and project delivery.

**TECHNICAL SKILLS**

IT Skills:C,C++,R Studio,SQL,Python

Tools and Databases:Oracle SQL Developer,MATLAB

Reporting tools:Microsoft Power BI,Tableau,Oracle Analytics Cloud,Advanced Excel

**ACHIEVEMENTS**

* Director's Choice Award for Outstanding Performance,IEM,Kolkata,West Bengal,India(2021)
* 3rd Prize in National Student Design Competition (NSDC) organized by ISHRAE nationally

(Represented my college in a national level Competition-2021)

* Two Times Accelerator of the Month Winner in my Company for outstanding Delivery towards clients(2023)

**LEADERSHIP ROLES**

* Served as the GWC-President of ISHRAE IEM Student Chapter (Session 2020- 2021)
* Served as the Vice chair of IEEE-IEM Student Branch (2020-2021)

**COMMUNITY INVOLVEMENT**

* Currently associated with Reachone,Udaan,Lion’s Club Non-Profit Organisation to take up social initiatives and work for the underrepresented sections of the society.(2024)