

SUBRATA SAHA

Software Engineer

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📍 Kolkata - India

in [Linkedin](#)

🔗 [Github](#)

[Leetcode](#)

EXPERIENCE

Software Engineer

Session AI

📅 Aug 2023 – Present

📍 Mumbai, India

- **Retargeting Use Case Development:** Designed a system to re-engage users who received RTOs but did not convert, triggering offers on the third or fourth click. Prevent retargeting for coupon purchasers, increasing conversion rates by 10%.
- **Customer-Facing RTO Dashboard:** Built a self-service dashboard using HTML, CSS, JavaScript, and jQuery to track KPIs such as CVR, CVR lift, revenue, RPV, and redemption counts. Included a comparison table to assess RTO performance, improving client efficiency and user experience, reducing manual reporting time by 40%.
- **Coupon Microservices:** Developed microservices for automated email alerts on coupon inventory thresholds and expiry notifications, enabling proactive coupon management and optimizing performance.
- **Tag Code Development:** Created scripts to capture user activity from GTM, Tealium, and Adobe Analytics for training models to classify users by purchase intent.
- **Product Velocity Use Case:** Implemented social proof messaging by tracking product views, purchases, and cart additions, with logic for prioritization.
- **Real-Time Offers Customization:** Designed coupon distribution logic and responsive banners aligned with client branding to drive conversions based on purchase likelihood.
- **Offline-Online Data Integration:** Automated offline store data integration with Python, mapping offline store visits to on-line products for improved product engagement tracking and customer behavior analysis.

Full Stack Development Intern

JungleWorks

📅 Jan 2023 – May 2023

📍 Chandigarh, India

- Designed and implemented three significant add-on features: "scan to assign and view", "Orkesto", and "Rush Hour", utilizing Angular 5 as the frontend framework.
- Resolved tooltip issues in the Tookan Product using Angular 5, significantly enhancing user experience.
- Addressed challenges like button functionality, login page scrolling, and dropdown discrepancies within Tookan Services, employing AngularJS.
- Developed team and agent dropdowns within the Agent screen of the Tookan Product using AngularJS and Angular 5.
- Implemented the Agent verification feature in Tookan Product to enhance security and functionality, using Angular 5.

ACHIEVEMENTS

- GATE 2021 qualified with **4144 rank**.
- Scored the **1st rank in the overall IT branch** in B.Tech with a **9.36 CGPA**.
- Solved more than **400 coding questions** on platforms like LeetCode and GeeksforGeeks.

EDUCATION

M.Tech. (Artificial Intelligence) - 8.36 CGPA

National Institute of Technology, Hamirpur

📅 2021 – 2023

📍 Hamirpur, Himachal Pradesh

B.Tech (Information Technology)- 9.36 CGPA

JIS College of Engineering

📅 2017 – 2021

📍 Kalyani, West Bengal

TECHNICAL SKILLS

• Programming Languages

- C++
- Javascript

• Frameworks & Libraries

- HTML, CSS
- ReactJS, NodeJS, ExpressJS
- MongoDB, SQL
- Tailwind CSS

• Version Control & Tools

- Git & GitHub
- Postman

PROJECTS

Food Ordering Application

- ReactJs | Tailwind CSS | Redux | JEST
- Built using React for the frontend, Parcel as the module bundler, and Redux Toolkit for cart management. Used Context API to store the logged-in user's name and Jest testing library for unit testing. [Github](#)

Dev Tinder

- ReactJs | Tailwind CSS | NodeJs | ExpressJs | MongoDB | Redux
- Built a connection-building application where users can create accounts, send connection requests, and manage their network.
- Developed RESTful APIs using Node.js (Express framework) for core functionalities such as login, signup, feed, request management, connections, and profile editing. Utilized MongoDB with well-structured schemas for users and connection requests.
- Designed a responsive front-end with React.js, styled using Tailwind CSS, and improved page load speed by 25% using Vite as a bundler.
- Managed state effectively with Redux, creating slices for user, requests, connections, and feed data. [Github](#)