

## SUMMARY

A Data Analyst with 2 YOE working on OTT platform(5M+ of monthly active user) project. I enjoyed analyzing and synthesizing large amount of data into concise and robust story by leading a team of 3.

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## SOCIAL ACCOUNTS

- LinkedIn : <https://www.linkedin.com/in/suparna-mondal-94916b201/>
  - Blog : <https://suparna-mondal.medium.com/>
  - Github : <https://github.com/sinnie-pi>
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## SKILLS

- **Languages** : Python ,SQL
  - **Analytics Tools** : PowerBI (DAX Queries) , AWS QuickSight , Excel , Plotly , Matplotlib
  - **Cloud Service** : Amazon Web Services (AWS) (AWS SageMaker , Athena , S3)
  - **Data Preprocessing** : Pandas , Extract Transform Load (ETL) , EDA (Exploratory data analysis) , Feature Extraction , Data Profiling , Data Mapping , Data Extraction, Data Validation , RCA (Root Cause Analysis)
  - **Machine Learning and Deep Learning** : NLP (SpaCy) , TensorFlow , OpenCV , Scikit-learn
  - **Others** : Data Warehouse , Data lake
  - **Soft Skills** : Communication ,Teamwork , Drive and Initiative , Leadership
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## WORK HISTORY

### Hoichoi Technologies Private Limited

Executive Data Analyst, Kolkata

06/2023 - 03/2024

#### Predictive Model -

1. **Recommendation Engine** -
  - Proposed the idea of this project and designed a **KNN-based Collaborative Filtering (CF)** recommendation engine to increase in content discovery and user engagement.
  - Authored a comprehensive 12- page **CBA analysis documentation** for resource allocation optimization.
  - Produced **data extraction schema, data mapping** to build content data profile for **600+ content** achieving **100% data validation success**.
  - Conducted a **POC on 1M data (approx)** using the introduced method.

#### 2. Churn Rate and Subscription Prediction-

- Implemented **3 ML models** using **Decision Tree ,Linear Regression** to predict the **subscription probability** and **churn rate** .

#### Dashboard -

- Created end-to-end dashboard (a B2B project for an international partner i.e. GP) on website activity insight data.
- Built **30+ dashboards** for cross-functional teams in **PowerBI** on payment gateways data (e.g. Juspay,Stripe,SSLCOMMERZ) to enhance revenue decision-making processes.

**Report** - Generated monthly insight reports scanning approx. 30-40GB datasets from multiple data source or data points of the platform for stakeholders.

**Communication** – Regularly communicated with vendors to ensure project delivery and development milestones.

**Market Research** – Conducted market research for business expansion opportunities on 3 Middle East countries and other Asian countries like UAE, Saudi Arab, Malaysia etc.

## Cloudhub Digital Consultant pvt Ltd

Data Analyst, Remote

08/2022 - 06/2023

**Client : An OTT Platform**

### Report Building–

- Produced analytics report for marketing team of the client using AWS tools like **Sagemaker**, **Athena** , **S3**.
- Developed **monthly reports** for client partners(i.e.TATAPLAY, DISH, GP) focusing on KPIs like user behaviour, subscriptions, and content performance.

### Dashboard Creation–

- Generated dashboards with **AWS QuickSight** ,facilitating data-driven decision-making.
- Collaborated with developers to create custom dashboard for client.

## Freelancing

Freelance Data Analyst

02/2022 - 07/2022

- Feature extracted and cleaned from raw historical data dump for data analysis for client regularly
- Validated the data and tracked them regularly to find fraud customers. Found 387 fraud customers in 6 months.

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## EDUCATION

### Masters in Science (Data Science)

Maulana Abul Kalam Technology of University, WB, Kokata

06/2022

CGPA – 9.42

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## PROJECTS

- **Power BI Projects:**

Link: <https://github.com/sinnie-pi/Power-Bi>

This repository contains sample of a few dashboards and datasets created using PowerBI.

- **Biometric Authentication Using Palmprint Technology:**

Link : [https://github.com/sinnie-pi/Palmprint\\_Authentication](https://github.com/sinnie-pi/Palmprint_Authentication)

**Dataset** : 1050 palm images, **Libraries** : CNN , OpenCV, TensorFlow etc. , **Algorithm** : Siamese architecture

**Aim** : This model to verifies the customer palm print with 99.4% accuracy on FRR. I have contributed here a different technic to extract the ROI properly.

- **Articles:**

**Data Anomaly : That Grumpy face of Industrial Raw Data** : <https://suparna-mondal.medium.com/that-grumpy-face-of-industrial-raw-data-aefb2f309463>

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## CERTIFICATES

- Microsoft Power BI Data Analyst Professional Certificate – Coursera
- Deep Learning & Applications – Parallel Architectures’ from Electronics & ICT Academies