ANKIT RAY
DATA ANALYST

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OBJECTIVES

To leverage analytical and management expertise to derive actionable insights and drive impactful business decisions.

WORK EXPERIENCE

Duration

Data Analyst Intern ,Happiest Minds Technologies, Bengaluru — **May–July 2024**

- Optimized ROAS across five media channels using Multiplicative Marketing Mix Modeling.
- Preprocessed data and built a Ridge Regression model with 83% accuracy using Python.
- Visualized insights with Python and Excel to enhance channel performance and budget allocation.

Trainee , ITC Food Division, Bengaluru — **June–July 2023**

- Explored ITC's organizational structure, key success factors, and HR development measures.
- Analyzed departmental functions and growth strategies for operational efficiency.
- Studied accounting systems and policies to understand compliance and processes.

EDUCATION

Year of Passing

Master of Business Administration (MBA) - Business Analytics — **April- 2025**

Christ (Deemed-to-be) University, Bengaluru │ 64%

- Focus on data-driven decision-making, statistical modeling, and machine learning.
- Key projects: Time Series Forecasting and Market Basket Analysis.

Bachelor of Computer Applications (BCA) — **July-2023**

Christ (Deemed-to-be) University, Bengaluru │ 64%

- Studied programming, database management, and web development.
- Key projects: Hospital Management System and Banking Management System.

Class 12 (Science with Computer Science) — **July-2020**

Amity International School (CBSE), Saket│ 78%

Class 10 (Science) — **July-2018**

Amity International School (CBSE), Saket│ 82%

SKILLS:

- **Technical Skills**:
1. Languages: Python (Intermediate), R (Intermediate), SQL (Advanced)
2. Visualization Tools: Tableau (Intermediate), JMP (Intermediate), Power BI (Basic)
3. Data Tools: Excel (Intermediate), Alteryx (Intermediate), Qlik Sense (Basic)
4. Other: Lean Six Sigma Green Belt Certification, Machine Learning Basics
- **Management Skills:**
5. Team Leadership, Communication, Decision Making, Multi-tasking, Conflict Resolution