

JOY PAUL

Data Analyst

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Summary

Detail-oriented and analytical Data Analyst with a passion for transforming raw data into actionable insights. Proficient in SQL, Python, machine learning, and data visualization tools such as Tableau and Power BI. Seeking to leverage analytical skills and problem-solving abilities to drive data-driven decisions and optimize business strategies.

Skills

Programming: SQL, Python

Analytical Tools: Power BI, Tableau

ML Techniques: Regression, Time Series Forecasting, Classification, Clustering

Analytical Abilities: Data Cleaning, Exploratory Data Analysis (EDA), Insight Generation

Statistical Technique: Hypothesis Testing, A/B Testing

Education

B.Tech Computer Science

Brainware University, Kolkata

CGPA: 8.2 / 10

2022 - Pursuing

Experience

Data Science Intern

May 2025 – June 2025

Cognifyz Technologies (Remote)

Tools Used: Python, Pandas, Scikit-learn, Matplotlib, Git

- Completed a hands-on virtual internship focused on core data science concepts and real-world problem-solving.
- Preprocessed, cleaned, and engineered features from raw datasets, improving model accuracy by **15–20%**.
- Used Matplotlib and Seaborn to create visual insights, reducing analysis time by **30%** for internal reports.

Projects

Library Management System | SQL

Nov 2024

- Designed and implemented a robust Library Management System using SQL with normalized relational schemas.
- Implemented CRUD operations and complex queries, including multi-table JOINS, aggregate functions, and nested sub-queries.
- Demonstrated proficiency in relational database design, data integrity maintenance, and efficient data retrieval.
- Improved data consistency and query efficiency by 40%.

Customer Segmentation Analysis - [Consumer Goods Domain] | Python, ML

Sep 2024

- Implemented a K-Means clustering model to segment **10,000+** customers, performed data preprocessing, feature engineering, and visualizations, resulting in a **25%** increase in customer retention.
- Utilized Python, Pandas, Seaborn, and Scikit-learn to identify high-value segments and drive strategic decision-making.

Revenue Insight – [Hospitality Domain] | Power BI, Excel

Jan 2025

- Enhanced decision-making by designing an end-to-end business intelligence dashboard for AtliQ Grand, a hypothetical five-star hotel.
- Analyzed revenue by category, property performance, realization percentage, and trends across key metrics using Power BI.
- Empowered the revenue team to recover **20%** of revenue and market share by enabling data-driven decision-making.

Marketing Campaigns Analysis | A/B Testing, Hypothesis Testing

Aug 2025

- Conducted A/B testing on **365** days of campaign data to compare Facebook and AdWords performance.
- Analyzed metrics like clicks, conversions, and cost-per-acquisition using Python and statistical techniques.
- Applied hypothesis testing and regression ($R^2 = 76.35\%$) to generate insights for campaign budget optimization and ROI improvement.

Awards & Certifications

- **IBM Data Analytics Certificate – Coursera (2024):** Completed 8 practical case studies involving SQL, data cleaning, dashboards, and presentations.