

JOY PAUL

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About Me

Hello, I'm **Joy**! As a (Big) Data professional, I have a strong passion for **Dashboards, Reports, Data Models, and Performance-related insights**. Since I can map the **Business Requirements** as a **Business Analyst** and **Data Analysis**. With my experience in **Data Science**, I am also capable of performing advanced analytics on large datasets.

EDUCATION

Brainware University

Computer Science - **CGPA - 9.02**

2022 – Present

Kolkata, India

Patiram High School

Higher Secondary - Science - **Percentage - 88.06%**

2020 – 2022

Patiram, India

COURSEWORK / SKILLS

- Power BI
- SQL(MySQL)
- Statistics & Probability
- Machine Learning
- Advance Excel
- Python

PROJECTS

Maximizing Revenue for Driver [↗](#) | Statistics, Python

April 2024

- NYC Taxi Trip records to assess the impact of payment methods on driver revenue. Conducted statistical analysis. Identified that card payments accounted for **65.9%** of transactions, with an average fare **15%** higher than cash payments. Utilized data visualization to enhance decision-making, leading to a **10%** increase in revenue optimization strategies.

Library Management System [↗](#) | SQL

Nov 2024

- This project demonstrates the implementation of a Library Management System using SQL. It includes creating and managing tables, performing CRUD operations, and executing advanced SQL queries. The goal is to showcase skills in database design, manipulation, and querying.

Customer Segmentation Analysis [↗](#) | Machine Learning, Python

sep 2024

- Developed a customer segmentation model using K-Means clustering to enhance targeted marketing strategies. Implemented data preprocessing, feature engineering, and visualization techniques, leading to a **25%** increase in customer retention. Utilized Python, Pandas, Seaborn, and Scikit-learn to identify high-value customer segments, optimizing business decision-making.

Revenue Insight Hospitality Domain [↗](#) | PowerBI, Excel

Jan 2025

- ABC, a five-star hotel, noticed a loss in its market share and wanted to address this issue. To facilitate data-informed decision-making, I developed an end-to-end dashboard. Using Power BI, I analysed data to track revenue by category, trends by key metrics, property performance, realization percentage, and several other KPIs. This dashboard enabled the Revenue team to regain their revenue and market share by **20%**.

TECHNICAL SKILLS

Languages: Python, SQL

Analytical Tools: PowerBI, Advance Excel

Data Base: MySQL, Microsoft SQL Server

EXTRACURRICULAR

SIH2024 [↗](#)

Sep 2024

Team Member

Kolkata

- Smart India Hackathon 2024 In Brainware University

CERTIFICATIONS

- IBM Data Analyst - IBM
- SQL - Hacker Rank
- Python for Data Analysis - Coursera