

# ANKITA BASU

• Kolkata, India • +91 6290261998 • ankita16basu@gmail.com  
•[Linkedin](#) •[Github](#)

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## SUMMARY

Proficiency in SQL, Excel, and Power BI, completed a Master's in Economics from West Bengal State University (2025). Skilled in transforming complex data into actionable insights through dashboards and reports. Passionate about applying analytical thinking and business understanding to support data-driven decision-making in marketing and business performance analytics.

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## SKILLS

- **Technical Skills:** SQL, Excel (Pivot Tables, VBA), Power BI, Data Visualization, MS Office Suite, GCP
- **Analytical Skills:** Business Analysis, Data Reporting, Insight Generation, Problem Solving, Data Interpretation, Analytical Thinking
- **Soft Skills:** Team Collaboration, Communication, Time Management, Adaptability, Client Communication, Business Process Optimization, Decision Support.

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## PROJECTS

### Coffee Shop Sales Analysis | SQL, Excel

[View on Github](#)

- Queried and analyzed 50K+ transactions to study product demand, customer patterns, and sales by time of day.
- Identified 20% higher sales during peak morning hours and top 5 performing items driving revenue.
- Delivered insights through Excel summaries that improved menu planning and boosted sales strategies.

### Insurance Claims Dashboard | Power BI, Excel

[View on Github](#)

- Designed an interactive dashboard analyzing 10K+ insurance claims to monitor performance KPIs.
- Identified claim settlement delays of up to 18% and provided insights to reduce processing time.
- Automated reporting with slicers and drill-through views, improving claim tracking efficiency by 25%

### Meta Ads Performance Dashboard (Facebook & Instagram) | Excel, Power BI

[View on Github](#)

- Analyzed 340K+ impressions and 46K+ engagements across Facebook & Instagram using Power BI.
- Found top performers: FB Stories (11.35% CTR) and IG Carousel (11.62% CTR, 5.86% CVR).
- Identified key audience: 18–30 age group, with 60%+ engagement from female users.

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## EDUCATION

### Master of Science in Economics | West Bengal State University | 2023 - 2025

- Achieved 55%
- Relevant Coursework: Business Economics, Financial Management, Econometrics, Data Analytics, Operations Research.

### Bachelor of Science in Economics | Barrackpore Rastraguru Surendranath College | 2020 - 2023

- Graduated with a CGPA of 9.43.