

Anurag Ghosh

Kolkata, West Bengal

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PROFILE SUMMARY

Data Scientist with a strong analytical and consulting mindset, skilled in Python, SQL (MySQL), and Power BI. Experienced in EDA, statistical analysis, predictive modeling, and forecasting to solve business problems, optimize KPIs, and generate actionable insights from large-scale, real-world datasets.

EDUCATION

Birla Institute Of Technology Mesra <i>IMsc Mathematics and Computing – CGPA 7.13 (UG) and 8.08 (PG)</i>	Nov 2021 – Nov 2025 <i>Ranchi, Jharkhand</i>
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TECHNICAL SKILLS

Technical: Machine Learning, Data Analytics, Deep Learning, Generative AI, Statistical Analysis, KPI Tracking, A/B Testing, Data Reporting.

Languages: Python, SQL, MATLAB

Tools: SQL (MySQL, SQLite), Excel, Power BI, Python, Google Colab, GIT, VS Code, PyCharm, Jupyter Notebook.

EXPERIENCE

Iris Aerial <i>Marketing Executive</i>	August 2024 – March 2025
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- Designed and executed data-driven marketing strategies that improved Company visibility.
- Analyzed participation and engagement data to support KPI tracking and reporting.

BrandNav <i>Research Intern</i>	May 2023 – June 2023
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- Conducted market and industry research to identify emerging trends and consumer insights.
- Assisted in preparing research reports and presentations for internal stakeholders.

PROJECTS

Credit Card Financial Analytics & Dashboards

- Uncovered insights across spending patterns, customer segments, and key business KPIs.
- Performed data cleaning, preprocessing, and exploratory data analysis to derive actionable insights.
- Built interactive Power BI dashboards to support data-driven decision-making.
- Tech:** Power BI, Power Query, DAX, Data Modeling, Excel/CSV Data Sources

Taxi Demand Forecasting & Analytics System

- Analyzed trends and patterns across time-based and location-based datasets to support operational planning.
- Engineered features such as weather, holidays, peak hours, and traffic zones.
- Achieved a Mean Absolute Error of 14.63, outperforming the benchmark of 18.6.
- Tech:** Python, Pandas, XGBoost, LightGBM, Random Forest, MLP, Voting Regressor, Matplotlib

ML Pipeline Generator

- Developed an LLM-assisted system that generates production-ready ML pipelines from natural-language objectives and tabular data.
- Automated EDA, task classification, model recommendation, and runnable code generation with safe execution and evaluation support.
- Tech:** Python, Streamlit, LangChain, ydata-profiling , Pydantic

LEADERSHIP

Ehsaas Dramatics Society, BIT Mesra, Joint President	Sept 2024 – May 2025
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- Led teams to multiple podium finishes in inter-college dramatics competitions.
- Managed teams, events, and data-driven coordination for society activities.

NAPS UNESQUO SPIC MACAY Mathematics Society, Senior Executive Member	Aug 2023 – Apr 2025
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- Contributed to planning and execution of debates, cultural events, academic talks, and publication drives.
- Managed outreach, logistics, and event design for successful society initiatives.

CERTIFICATION

- Machine Learning A-Z™: Hands-On Python & R In Data Science – Udemy
- SQL (Advanced) – HackerRank