ARKAADEV BASU

Data Analyst / Business Analytics

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Summary

I am an MCA graduate with expertise in Python, SQL, Power BI, Tableau, and Excel, utilizing these tools for data analytics and visualization. Proficient in AI, machine learning, data cleaning, and statistical analysis, I derive actionable insights from complex datasets through my academic projects. As a strong communicator, I excel in data storytelling and team collaboration, eager to contribute to innovative data analytics and AI engineering projects.

Projects

Sentiment Analysis of Social Media Data   02/2024 - 04/2024

- A project analyzing sentiments in social media data to understand user trends and behaviors.
- Developed a machine learning model using Python, NLTK, and Scikit-Learn to perform sentiment analysis on 50,000+ social media posts from platforms like Twitter and Instagram.
- 87% accuracy in classifying sentiments (positive, negative, neutral), improving predictive performance by 12% over baseline models through hyperparameter tuning and feature engineering.
- Enabled insights into user behavior, identifying a 15% increase in positive sentiment around product launches, supporting targeted marketing strategies.

Customer Churn Prediction for Telecom Business   07/2024 - 09/2024

- A project predicting customer churn to help businesses retain users and optimize revenue.
- Model with machine learning and Python, Scikit-Learn, and XGBoost on a dataset of 100,000+ customer records, incorporating features like usage patterns and contract details.
- Achieved 89% of accuracy in classifying at-risk customers, improving prediction by 15% over baseline logistic regression through feature selection and ensemble methods.
- Delivered insights into churn drivers, such as service complaints leading to a 20% higher dropout rate, enabling proactive retention campaigns and potential revenue savings of 10-15%.

Supply Chain Optimization Analytics   02/2025 - 03/2025

- Analyzing supply chain data to identify inefficiencies and forecast disruptions for e-commerce businesses.
- Performed EDA and optimization using Pandas, NumPy, and PuLP on a dataset of 500,000+ logistics records, reducing simulation time by 25% with efficient algorithms.
- Uncovered a 0.8 correlation between supplier delays and inventory shortages across 15 vendors, offering recommendations to cut costs by 18%.
- Visualizations with Matplotlib and interactive dashboards, enhancing decision-making for stakeholders and boosting operational efficiency by 22% in simulations.

Sales Forecasting for Retail Products   04/2025 - 05/2025

- Forecasting model to predict sales for an e-commerce platform selling electronics and apparel, optimizing inventory and marketing strategies.
- Used Python, Pandas, and Prophet to analyze 500,000+ sales records, incorporating seasonality and promotional events, achieving 88% forecast accuracy.
- Identified a 25% sales spike during holiday seasons, enabling optimized stock allocation and reducing overstock

costs by 15%.

- Interactive dashboards with Power BI, improving stakeholder decision-making by 20% based on user feedback.

Experience

APTECH PVT LTD (Konnagar)   Full Time
Software Engineer Faculty   05/11/2025 – present

- Proficient with C, Java , c++,Python(Basic,pandas,seaborn,matplotlib,pytorch,scikit-learn ,nltk,numpy,Beautifulshop,etc), Advanced Excel, Power BI, PowerPoint, word, HTML, CSS, SQL etc.
- Analyzed large datasets using Python and SQL, delivering insights that improved reporting efficiency by **20%**.
- Dashboards in Power BI enable the tracking of key performance metrics, reducing manual reporting time by **30%**.
- Automated data cleaning workflows, cutting preprocessing time from **3 hours to 45 minutes**.
- Documents: https://github.com/arkaadevbasu2001-eng

YouTube Channel   Part-time
Content Creator   06/09/2025 - Present

- Conducted live projects on data analytics and machine learning, generating **views** and engaging a tech-focused audience.
- Created tutorials on Python and ML, helping learners improve coding efficiency by **15–20%** based on feedback surveys.
- Showcased predictive models with **85%+ accuracy**, sharing reproducible projects with the community.
- Channel: - https://www.youtube.com/channel/UCBOwtzlX7x0gqV4-jEeakGw

Skills

Programming & Data Tools: Python (Pandas, NumPy, Scikit-Learn, pytorch, Hugging Face, NLTK, Matplotlib, Seaborn, Beautiful Soup, Mechanical Soup), SQL, Hadoop

Cloud & ETL: Azure (Active Directory, Data Factory, Machine Learning), ETL, Data Mining, SAP HANA, Power Query, Databricks

Visualization & Analytics: Microsoft Power BI, Microsoft Excel, VBA, Exploratory Data Analysis (EDA), Data Storytelling, NLP, Sentiment Analysis, Web Scraping, Generative AI, Statistical Modelling, Time Series Analysis, Data wrangling

Education

Maulana Abul Kalam Azad University of Technology,   West Bengal
Master of Computer Applications (MCA)   06/2022 - 05/2024

Brainware University,   West Bengal
Bachelor of Computer Applications (BCA)   06/2019 - 05/2022