# EDUCATION Mayukh Basak

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| **Degree** | **Institution/Board** | **Year** |
| M.A Economics | Indian Institute of Foreign Trade (IIFT) | 2021-23 |
| B.A (Hons) Economics | Jadavpur University, Kolkata | 2018-21 |

# WORK EXPERIENCE

## ASSISTANT MANAGER – Compliance and Support| EXL Service *October 2023*

## Conducted meticulous internal audits to uphold adherence to EXL's policies, effectively mitigating risks.

## Prepared and presented weekly compliance reports to executive leadership, utilizing Excel and PowerPoint.

## Developed and implemented contractual checklists, ensuring alignment with project scopes outlined in Statements of Work (SOWs).

## Proactively audited contractual commitments, identifying, and mitigating potential project risks and ensuring that they were followed.

## Optimized compliance procedures using Excel, resulting in a notable 25% reduction in training tracking time.

# INTERNSHIP EXPERIENCE

## Directorate General of Foreign Trade (DGFT) Kolkata

*Joint DGFT Shri Amit Sharma & Smt. Dona Ghosh July 2022-August 2022*

* Analysis of District Export Potential of States under the jurisdiction of DGFT, RA Kolkata. Which projected 10%

increase in trade

* Formulating volume. District and State Export Action Plan for the districts and states under Phase-1 of districts as Export Hubs Initiative of GOI.

**Haas School of Business, University college of Berkeley** *Jun 2022-Jun 2022*

* Performed Data analysis on Urban-Rural migration in Bihar during 1970s.

# ACADEMIC PROJECTS

**Data Science using python** *June 2020-September 2022*

*Computer Aided Design Centre, Jadavpur University (Kolkata)*

* Acquired the knowledge of data aggregation, pre-processing, machine learning and data visualization using Python.

**Covid Impact Analysis on Income and Expenditure using Panel Data Regression:**

* Conducted an in-depth study exploring the impact of the Covid pandemic on income and expenditure patterns between the year 2019 and 2021.

**Rewards of Social Media in Identifying Fake News:**

* Investigated the role of social media in detecting and addressing fake news in urban India using ordered logistic regression.

**OTHER PROJECTS**

*August 2023 – December 2023*

## An Analysis of Classic Movies and Their Impact on Audiences Using Power-BI

* + Compared the average ratings given by the users across different demographic groups and profession to understand their generational interests and target marketing efforts accordingly.

## Sales data analysis using My-SQL and Tableau

* Identified the city with the lowest revenue and profit margins for air conditioner sales, then formulate strategies based on sales that deviate below a certain standard deviation.
* Calculated important metrics like sales to population ratio.

## Enhancing Customer Experience through Exploratory Data Analysis

* Employing multivariate analysis, I pinpointed restaurants meeting promotional offer criteria based on rating count and average rating.
* I recommend optimizing order delivery times, prioritizing promotional efforts for top rated restaurants, and strategically utilizing discount vouchers to enhance customer loyalty.

## Developing a Dynamic Pricing Strategy for Used and Refurbished Devices using Supervised Learning

* The predictive model was established using various machine learning models featuring key coefficients including the influence of attributes on normalized prices.
* The R^2 value suggested an 84% explanation of variation in the training data, signifying an effective model.

# SKILLS & INTERESTS

* **Skills:** Excel | Power-BI | Internal Auditing| Risk Management| Compliance| SQL | Python | AI & ML | Tableau
* **Interests**: Risk Management| Data Analysis | Data Visualization | Data Science | Econometrics | Applied Statistics |Machine Learning | Deep Learning