Chayan Naskar

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SKILLS

Data Science & Analytics:
Python • Data Visualisation • Exploratory Data Analysis (EDA) • Predictive Modelling • Machine Learning
• Deep Learning
• Natural Language Processing (NLP)
• Data Cleaning & Wrangling • SQL

Libraries & Frameworks:
NumPy • Pandas • Scikit-learn • Matplotlib • Seaborn

Web Analytics:
Adobe Analytics • Adobe Launch • Google Analytics 4 (Basic)

Frontend:
HTML • CSS • JavaScript

Tools:
Git • Jupyter • VS Code

EDUCATION

IIIT-B & UPGRAD
PG Diploma in Data Science
Mar 2018 - Mar, 2019 | Online
GPA: 3.66

GOVT. COLLEGE OF ENGINEERING & CERAMIC TECHNOLOGY
B. Tech in Computer Science & Engineering
May 2014 - May, 2018 | Kolkata
DGPA: 7.16

EXTRACURRICULAR

BCG DATA SCIENCE JOB SIMULATION ON FORAGE
Sep, 2025
- Completed churn analysis simulation for PowerCo, driving strategic insights.
- Analyzed data with Python (Pandas, NumPy) and visualized key trends.
- Built and optimized Random Forest model, achieving 67% churn precision.

EXPERIENCE

LEXMARK INTERNATIONAL | Web Analytics Engineer
Apr 2022 – Present | Kolkata
- Designed and deployed data tracking frameworks across 10+ global websites, improving data accuracy for marketing and product KPIs.
- Created and implemented 150+ custom tracking rules (clicks, scrolls, user interactions, E-Commerce flows) using Adobe Launch.
- Partnered with cross-functional teams (marketing & product) to translate business KPIs into measurable analytics solutions, ensuring data governance and compliance.

CAPITAL NUMBERS INFOTECH | Software Engineer
Mar 2020 – Apr 2022 | Kolkata
- Developed dynamic and responsive Vue applications rendered as custom WordPress themes, blending modern front-end frameworks with CMS flexibility.
- Engineered reusable components and UI elements using Vue, HTML5, CSS3, and JavaScript, ensuring maintainability and scalability across projects.

COGNIZANT TECHNOLOGY SOLUTIONS | Programmer Analyst
Sep 2018 – Dec 2019 | Kolkata
- Implemented and maintained Angular-based web applications, component-driven architecture and enhanced front-end performance.
- Converted high-fidelity PSD designs into responsive, pixel-perfect HTML, CSS, and TypeScript code for seamless integration into Angular projects.

PROJECTS

PAYSIM FRAUD DETECTION
Financial Fraud Detection
- Built and evaluated machine learning models on the PaySim dataset to detect fraudulent financial transactions.
- Conducted EDA, feature engineering, and handled class imbalance using Stratified K-Fold and SMOTE.
- Achieved strong model performance using precision, recall, F1-score, and ROC-AUC as key metrics.

STEAM GAMES RECOMMENDATION SYSTEM
End-to-End ML Project
- Built a Content-Based Recommendation System using Steam API data to recommend games to users based on genre.
- Implemented data pre-processing, feature extraction, and similarity computation.
- Created a data collection system from the Steam API

CREDX CUSTOMER ACQUISITION
PGDDS Capstone Project
- Developed a scorecard model to identify customers with a 97% lower default probability from credit datasets.
- Applied data cleaning, EDA, and ML classification algorithms to optimize acquisition strategies.