

# DIPTYAJIT DAS

## Education

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**B.TECH IN CIVIL ENGINEERING** – IIT Kharagpur 2022

Courses: Probability and Statistics, Programming and Data Structures, Risk and Reliability of Civil Infrastructures

**M.S. IN DATA SCIENCE AND MACHINE LEARNING** – Scaler Academy [[Top 1%](#)] 2025

Courses: Data Analysis and Visualization, Machine Learning, Deep Learning

## Skills

### [Python](#)

**LeetCode Knight** [[Top 2%](#)]

Libraries: pandas, seaborn, scipy,

sklearn, tensorflow

### [SQL](#)

Software: MySQL, PostgreSQL

### [Visualization](#)

Excel: Pivot Chart, VLOOKUP, HLOOKUP, XLOOKUP

Tableau: LOD, QTC

## Work Experience

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**IOPEX TECHNOLOGIES** – Data Analyst Apr ' 24

- Achieved impressive F1-scores of **0.95**, **0.92**, and **0.80** for classifying **adult**, **violent**, and **neutral** content images, respectively, by finetuning an **EfficientNet CNN**. This enhancement significantly aids content moderation systems, helping to ensure a safer and more responsible online environment by accurately filtering harmful content.
- Developed **image profiling** with **embeddings** and **clustering** for efficient tagging, enhancing content organization and quick retrieval.
- Built predictive models for **Sales and Call Volume Forecasting**, enhancing future planning through data-driven insights and interactive dashboards.
- Developed **RAG applications** for efficient document retrieval and seamless chatbot integration.

**EXCELERATE** – FullStack Developer Aug ' 23 – Dec ' 23

- Enhanced an educational organization's website using Angular, Node, TypeScript and DynamoDB which resulted in a 10% increase in effective email delivery rates leading to a 5% increase in course enrollments.

## Projects

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**E-COMMERCE DATA ANALYSIS FOR DRIVING GROWTH** [[Link](#)] Jun ' 24

- Achieved substantial customer retention and revenue growth by analyzing 2019 ecommerce data including demographics, transactions, marketing spend and discounts.
- Conducted RFM and KMeans segmentation and implemented targeted retention strategies.
- Identified key segments like 'Potential Loyalists' and female customers to boost sales.
- Analyzed temporal trends in marketing spend and profit to optimize marketing timing.
- Performed Cohort Analysis and CLTV prediction achieving a .85  $R^2$  score.

**RETAILER DATA ANALYSIS (SQL)** [[Link](#)] Jan ' 24

- Analyzed an eminent Brazilian retailer's dataset identifying trends, peaks and buying habits.
- Investigated sales dynamics, delivery times and payment methods using BigQuery.
- Discovered results like a 137% sales spike and the most profitable states.