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| Data Analyst/ Business Analyst  Diptyajit Das | (+91) 8334079259 | diptya99@gmail.com  [Portfolio](https://www.datascienceportfol.io/darkdip2) | [Github](https://github.com/darkdip2) | [Linkedin](https://www.linkedin.com/in/diptyajitdas/) | [Datacamp](https://www.datacamp.com/portfolio/darkdip2) |

# Education

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%**](https://drive.google.com/file/d/1D_br70OwNPle1LUA2uAK0lO6f-6RPuyA/view?usp=sharing)**]** 2025

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

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| [**Python**](https://www.datacamp.com/certificate/DA0029502334773)  **LeetCode Knight** [[Top 2%](https://leetcode.com/u/darkdip2/)]  Libraries: pandas, seaborn, scipy,  sklearn, tensorflow | [**SQL**](https://www.hackerrank.com/certificates/a37897407074)  Software: MySQL, PostgreSQL | [**Visualization**](https://public.tableau.com/app/profile/diptyajit.das/vizzes)  Excel: Pivot Chart, VLOOKUP, HLOOKUP, XLOOKUP  Tableau: LOD, QTC |

# Skills

# Work Experience

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

E-commerce Data Analysis for Driving Growth [[Link](https://drive.google.com/file/d/18HvGWYWCJJduwwuR6ape3Q3QyVe7P1EO/view?usp=drive_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](https://drive.google.com/file/d/1B2MQyyZgN0n4mfHx1tb72zJc1rIUwViE/view?usp=drive_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.