

AMRITA DE

(+91) 8777757784 | deamrita2015@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio Website](#)

EDUCATION

Tata Institute of Social Sciences, Mumbai

M.Sc. Analytics

April 2023

SGPA 7.7

Government College of Engineering and Textile Technology, Serampore

B.Tech. Computer Science and Engineering

June 2019

CGPA 8.93

Serampore Girls' High School

Higher Secondary PCM

May 2015

90.4%

SKILLS

Tools and Technologies: SQL, Advanced MS Excel, Python3 (Pandas, NumPy, Matplotlib), Predictive modelling, Statistical analysis, AB testing, Tableau, Power BI, Git, Figma, Balsamiq, Google Analytics, Jira.

Other Skills: Problem Solving, Design Thinking, Decision Making, Analytical thinking, Sentiment Analysis, Product Strategy, Customer Segmentation.

WORK EXPERIENCE

Product Management Intern at Soul Earth

February 2022 - March 2022

Remote

- Improved the UI/UX of the customer by re-designing the product and collection page and building product features like membership on cart. Helped increase active user base by 46%.
- Came up with feature specifications, used market research to understand customers, recommend A/B test experiments to senior PMs and helped to monitor product KPIs.

Data Analyst Intern at IndiaSpend

November 2021- January 2022

Mumbai, India

- Extensively used Tableau and other online visualization tools to build graphics and visualizations for around 15 news reports published on the platform. Increased impressions by 15.3% and boosted DAU by 49.2%.
- Extensively analyzed and covered state-wise NFHS-5 data on women and child health and made 3 [DataViz stories](#).
- Analyzed the covid19 data for all states to understand the latest omicron surge based on no. of new cases, doubling time, and R-value. The news report also got featured in [Business Standard](#).

System Engineer at Tata Consultancy Services

June 2019-August 2021

Kolkata, India

- Created reports by joining multiple tables from multiple databases using complex SQL queries.
- Analyzed massive and highly complex data sets, performing ad-hoc analysis and data manipulation.
- Coding in PL/SQL for new developments and Code enhancements across various modules in Oracle Human Resource Management System for an Australian airlines company, saving around \$1.5M annually.
- End to end development, requirements gathering, Configuration, Coding, Testing, Debugging, Documentation of techno-functional components for several implementation projects.
- Interacting with users to understand customer pain points and providing them timely, better solutions with zero customer escalation.

ACADEMIC PROJECTS

Customer segmentation of a supermarket using K means clustering

Using Python

- Build an unsupervised model to segment the customers of a popular supermarket store based on their RFM score. Steps include data preprocessing, choosing number of clusters, running the algorithm and analyzing the findings.

AB testing for a new version of e-commerce site

Using Python, MS Excel

- Ran an A/B testing in Jupyter Notebook to check if the new version of an e-commerce website will perform better or worse in terms of conversion rate. Steps include calculating sample size, preparing the data, sampling, testing the hypothesis and drawing the conclusions.

Employee Attrition Prediction using Random Forest Classification Algorithm

Using Tableau, MS Excel, Python

- Created a model that will predict employee attrition with an accuracy of 94.8%. Steps include EDA, Visualization, Feature Analysis, Feature Engineering, model building and testing the model accuracy. Also build three interactive dashboards in Tableau to deliver key insights into diversity profile, the satisfaction of employees, recruiting sources & pay and attrition. Tableau Viz Link: https://public.tableau.com/app/profile/amrita.de7431/viz/IIM_cal_casestudy_HRAnalytics/Story1

ACHIEVEMENTS AND CERTIFICATIONS

- Won **TCS Star of the Month Dec 2020** for exceptional performance in data masking activities and delivering a timely solution.
- Oracle certified implementation specialist (EBS HCM). Member of [TISS analytics website](#) development team