Debasmita Chatterjee

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Technical Skills

Languages: Python, R, SQL
Statistical & Analytical Methods: Statistical Analysis, Hypothesis Testing, A/B Testing, Regression (Linear, Logistic, Multiple), Time Series Analysis, Clustering, Forecasting, Experimental Design, Feature Engineering
Machine Learning & Modeling: Classification Models, Regression Models, Model Evaluation (RMSE, MAE, ROC-AUC, F1 Score), Cross-Validation, Data Preprocessing, Predictive Modeling
Data Analysis & Business Insights: Data Cleaning, Data Transformation, Exploratory Data Analysis (EDA), KPI Development, Funnel Analysis, Cohort Analysis, User Behavior Analytics, Product Performance Insights
Visualization and BI: Tableau, Power BI, Streamlit, Plotly, Matplotlib, Excel
Data Engineering & Cloud Tools: Apache Spark, Git, GitHub, Jupyter Notebook, RStudio, Azure Data Studio, Azure Machine Learning (Fundamentals), Streamlit, Basic Web Deployment (Netlify)

Education

Lovely Professional University B.Tech in Computer Science and Engineering, Jalandhar, Punjab		CGPA: 6.98
DAV Public School Intermediate, Rupnarayanpur, West Bengal		Percentage: 75
Green Point Academy Matriculation, Kulti, West Bengal		Percentage: 84

Experience

AI Trainer – Outlier.ai (Remote)
- Performed structured evaluations and statistical checks that improved model accuracy and reasoning quality by 20%
- Applied prompt optimization and experimentation cycles, reducing output variance by 30%.
- Worked cross-functionally to maintain 95%+ data quality through consistent annotation standards and workflow improvements.

Projects

User Behavior A/B Testing & Product Conversion Analytics *(R, SQL, Power BI, Statistics)*   **[Dashboard][GitHub]**
- Designed an A/B testing framework with segmentation, funnel diagnostics, and uplift modeling to assess recommendation impact.
- Built Power BI dashboards visualizing conversion lift, stage drop-offs, and user behavior patterns for data-driven decisions.

SmartStyle Analytics *(Streamlit, Plotly, PowerBI, Machine Learning)*   **[Dashboard] [GitHub]**
- Performed data cleaning, feature engineering, and EDA to identify category trends and seasonal retail patterns.
- Developed predictive models for demand forecasting and segmentation, supported by Power BI dashboards with KPIs and actionable insights.

Engagement Forecasting & Telemetry Insights *(Python, Scikit-learn, Streamlit, Jupyter Notebook)*   **[GitHub]**
- Engineered an engagement prediction workflow using 50K+ telemetry events and nine behavioral features with clear model interpretability.
- Produced a high-accuracy Random Forest forecast ($R^2 = 0.99$) and a real-time Streamlit scoring interface for operational insights.

Certifications

Data Science: Foundations using R – Coursera	May 2024
Google Advanced Data Analytics – Coursera	Aug 2025
Google Data Analytics – Coursera	Aug 2025
Microsoft Power BI Data Analyst – Coursera	Aug 2025
Learn SQL Basics for Data Science – Coursera	Sep 2025
Oracle Cloud Infrastructure 2025 Data Science Professional (1Z0-1110-25) – Oracle (Score - 70%)	Oct 2025
Microsoft Azure Data Fundamentals DP-900 Exam Prep	Nov 2025