

INDRAJIT DEY

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COURSE

AlmaBetter, Bengaluru
Full Stack Data Science

July 2023 –

SKILLS

Python, SQL, MS Excel, Data Cleaning, Analytics, Statistical analysis, Data Visualization, Web Scraping, Machine Learning, Tableau, Power BI

Python: NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn, Beautiful Soup

EDUCATION

Kandi Raj College, West Bengal
B. Sc Mathematics

July 2019 – July 2022
80%

PROJECTS

Email Campaign Effectiveness Prediction

- Engineered multiclass classification machine learning model to categorize and track marketing emails, if ignored; read; acknowledged by the reader.
- Performed missing data handling using statistical measures, handled highly imbalanced data using SMOTE .
- Developed multiclass classification model using algorithms such as Logistic Regression, Decision Tree and XGBoost with GridSearch hyperparameter tuning.
- Evaluated metric scores of several algorithms and found XG Boost as most effective with F1 score of 0.77 which comprehends consumer behavior to eliminate unsuccessful marketing initiatives, allowing improved marketing efforts.

Hotel Booking Analysis (EDA)

- EDA on past Hotel booking dataset. It will help the business owner make decisions for the future.
- Use pandas and numpy python libraries for data manipulation and data cleaning. The data-cleaning part was very challenging and time-consuming.
- Matplotlib and Seaborn have been used for visualization. To represent our data so many plots have been created. Pie plot, Bar plot, Line plot, heatmap, pair plot etc.

Coffee-Shop-Sales

- Developed a Coffee Sales Dashboard in Microsoft Excel for real-time sales data tracking, optimizing decision-making, and enhancing overall business performance.
- Utilized data visualization techniques to simplify complex information, resulting in increased sales and improved operational efficiency.
- Proficient in Microsoft Excel for data analysis and visualization.