Tithi Raha

rhtithi59@gmail.com | +(91)8240017588 | Kolkata, 129

EXPERIENCE

SocialBloom   **11/2021- 05/2024**

Freelance Data Extraction Associate

- Engineered a suite of data extraction scripts that processed over 500,000 records from both structured and unstructured sources, streamlining data accessibility and reducing manual entry time by 40 hours per month.
- Executed a comprehensive data quality assessment that identified 15% of records as duplicate or incomplete; implemented a corrective action plan that improved dataset consistency, enhancing reporting accuracy for 5 key stakeholders.
- Established validation techniques that systematically reviewed 200+ data points per week; this process increased the overall data integrity of analytics reports by 30%, enhancing decision-making capabilities across teams.
- Developed and deployed scripts that extracted and organized data from diverse sources, processing over 500,000 records monthly; increased data accessibility for the analytics team and reduced manual entry errors by 25%.
- Engineered automated validation scripts that scanned over 300 files daily to identify inconsistencies in datasets resulting in improved accuracy of reports used by three separate departments within the organization.
- Created content and copy for social media channels (Twitter, Facebook and Instagram) and email newsletter; assessed customer response to create targeted messaging and inform future content; social media following grew 125%+ organically.
- Led 2 business analysts to automate repetitive process flows using Excel Macros / VBA and reduce analysis time by 10+ hours per week

SKILLS SUMMARY

Visual Analytics , Data Visualization, Visualization and Dashboards, Data Presentation, Data Analysis, Data Modeling, Data Understanding, Data Visualization, Presentations, Project Planning.

EDUCATION

Bachelor of Arts, W.B.S.U

CERTIFICATION

Live Project Certificate (Trainity)- **CERTIFICATE**
Foundations: Data, Data, Everywhere (Google) | **CERTIFICATE**
Process Data From Dirty to Clean | **CERTIFICATE**
Ask Questions to Make Data Driven Decisions (Google) | **CERTIFICATE**
Share Data Through the Art of Visualization (Google) | **CERTIFICATE**
Analyze Data to Answer Questions (Google) | **CERTIFICATE**
Prepare Data for Exploration (Google) | **CERTIFICATE**
Accenture North America Data Analytics and Visualization Job Simulation on Forage | **CERTIFICATE**

PROJECTS | INSTAGRAM USER ANALYTICS| **LINK**

- Analyzed user interactions with the Instagram app, achieving a 99% accuracy rate in identifying key engagement patterns that informed targeted marketing strategies, ultimately enhancing user retention and driving growth.
- Conducted a comprehensive review of user behavior metrics that tracked engagement patterns for a software application; insights captured directly influenced product feature prioritization and enhanced user satisfaction rating by 15%.
- Formulated and executed a plan for ethical data sourcing and utilization, resulting in a 25% increase in stakeholder confidence and contributing to the successful launch of three data-driven initiatives.