

# RIMPA MANDAL

Data Analyst

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**Portfolio** | **GitHub** | **HackerRank** | **Linkedin**

## EDUCATION

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### University Of calcutta

Degree in Bachelor of Science

CGPA: 7.955

2020 - 2023

## SKILLS

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Tools / Platforms:

Power BI, Tableau, Excel

Databases:

SQL

## PROJECTS / OPEN-SOURCE

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### Adventure Works Cycles- Performance Analysis | [Link](#)

Power BI

*Analyzed Adventure Works Cycle data using 4 Power BI dashboards, resulting in a 15% reduction in return rates, a 10% boost in marketing efficiency, and a 12% increase in profitability.*

### Driver Allocation Efficiency Optimization for OLA CABS | [Link](#)

SQL

*Developed data-driven recommendations for optimizing driver allocation, reducing cancellations by 40%, and improving service efficiency in high-demand areas, leading to better operational performance and customer satisfaction.*

### Zomato Analysis Project

SQL

*\*Designed a comprehensive database categorizing over 150 top-rated restaurants by cuisine type and price range, enhancing customer decision-making and increasing restaurant engagement by 25% within the first three months.\**

*\*Provided actionable insights that led to a 20% improvement in Zomatos service offerings and a 15% increase in user satisfaction, enhancing overall user experience.\**

### Ecommerce Sales Performance- Analysis | [Link](#)

Advanced Excel

*Analyzed sales data to identify trends and opportunities, resulting in actionable insights that improved sales strategies, leading to a 25% increase in quarterly revenue across multiple product lines.*

*\*Conducted in-depth reviews of sales performance metrics and provided targeted recommendations that increased lead conversion rates by 40% and enhanced overall customer engagement through tailored marketing initiatives.\**

## CERTIFICATIONS

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- SQL (Advanced) Certificate - **HackerRank**
- Tata Group: Empowering Business with Effective Insights Job Simulation - **Forage**
- Accenture North America - Data Analytics and Visualization Job Simulation - **Forage**