RIMPA MANDAL

Data Analyst

rimpamandal786@gmail.com | +917449840604 | Hooghly, West Bengal, India

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

EDUCATION

University Of calcutta
Degree in Bachelor of Science
CGPA: 7.955

2020 - 2023

SKILLS

Tools / Platforms: Power BI, Tableau, Excel
Databases: SQL

PROJECTS / OPEN-SOURCE

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

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