

# Rohan Das

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## Professional Summary

Detail-oriented and performance-driven Business Analyst with a strong foundation in data analysis, visualization, and business intelligence. Experienced in using tools like Power BI, Excel, and SQL to uncover trends, optimize strategies, and support data-backed decision-making. Proven ability to bridge the gap between data and business goals through impactful dashboards, actionable insights, and clear communication.

## Key Skills & Tools

**Languages:** Python, SQL, R

**Tools:** Power BI, MySQL, Excel, Google Collab, Jupiter Notebook, Tableau, Google looker studio, Streamlit

**Tech Skills:** Data Mining, Data Preprocessing, Statistical Analysis, Storytelling, Data Analysis, Data Visualization

**Soft Skills:** Teamwork, Time management, Critical Thinking, Active Listening, Strategic Thinking

## Experience

### Business Analyst

Jul 2024 – Dec 2024

Prime Infoserv LLP

Kolkata, India

- Collected, processed, and analyzed client data to refine CRM strategies, contributing to a 15% increase in customer engagement compared to the previous quarter's 68% baseline.
- Provided actionable insights that improved marketing campaign effectiveness by 20%, based on analysis of past response rates which averaged 42%.
- Cleaned and structured customer datasets, enabling dashboard creation that identified a 12% rise in repeat purchases, compared to historical trends tracked over the previous 6 months.

## Certifications

- Advanced Excel with Tableau (05/2024)
- Machine Learning IIT-Kanpur (01/24)
- Statistics 101 (03/24)
- Advanced Google Analytics by Google (06/24)

## Projects

### Enhancing Theatre Revenue Through Customer Analytics & Data Visualization

- Performed Exploratory Data Analysis (EDA)** using Python, Pandas, and Seaborn to extract insights from cinema ticket sales data.
- Identified customer demographics and pricing trends**, enabling data-driven decisions for revenue optimization and targeted marketing.
- Developed visualizations and statistical insights** to enhance seat allocation, genre selection, and business intelligence strategies.

### Data-Driven Delivery: Forecasting Food Arrival Times Using Linear Regression

- Developed a Delivery Time Prediction Model by using **Linear Regression** to predict **food delivery time with 84% accuracy**.
- Streamlined Data Processing Used techniques like **One-Hot Encoding** and **Standard Scaler** to prepare the data effectively to train the model.
- Used feature selection methods to retain key variables and improve model efficiency on the training data, **model scored 77% on the training data**.

### Prime Time Insights: Power BI Analysis of Viewer Preferences & Platform Performance

- Designed a dynamic **Power BI dashboard** to visualize key platform metrics, revealing viewer behavior trends such as **80%** of the viewers **engagement with movies and 20% with TV shows**.
- Highlighted viewer preferences, identifying **drama and comedy as the most-watched genres**, enabling targeted content strategies.
- Dashboard featuring **6 (KPIs) to benchmark Amazon Prime Video's performance** against competitors like Netflix.

Achievement

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- Participated and secured 10<sup>th</sup> rank in excel hackathon and showcased expertise in Data Visualization, Data Analysis and Advanced Excel
- Achieved 100 percentile in all MS Office certification exams and scored 45 WPM in professional typing assessment, demonstrating strong technical and administrative proficiency.

Education

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<b>Bengal Institute of Business Studies – VU</b>	<b>Jul 2023 - June 2025</b>
<i>MBA - Business Analytics &amp; Data Science</i>	<i>82%</i>
<b>Dinabandhu Mahavidyalaya – WBSU</b>	<b>Jul 2018 - Sept 2021</b>
<i>Bachelor Of Science (Mathematics)</i>	<i>71%</i>