

# ROUNAK SAHA

Data Analyst

Email | [GitHub](#) | [LinkedIn](#) | [Portfolio](#) | [Kaggle](#) | [Tableau](#)  
Bangalore, India | +91-7439747306

## SKILLS

Programming Languages: R Programming (Markdown, tidyverse, lubridate, ggplot2, geosphere)  
Databases: MySQL Server  
BI & Visualization Tools: Tableau, Power BI, IBM Cognos, MS Excel (Pivot Table, VLOOKUP, Conditional Formatting)

## PROJECTS

### CUSTOMER CHURN ANALYSIS

August 2024

- Developed and optimized 5 Power BI dashboards to visualize key performance indicators (KPIs), reducing report generation time by 30% and enhancing the quality of insights for executive decision-making.
- Utilized Power Query Editor and advanced DAX functions to analyze and transform data, providing a comprehensive analysis of customer churn rates.
- Conducted in-depth analysis and cleaning of HR datasets, with a focus on gender-related KPIs, revealing key drivers of gender imbalance at the executive level, which led to a 10% increase in diversity-focused initiatives.

### CYCLISTIC BIKE SHARE ANALYSIS

July 2024

- Cleaned and preprocessed 5 million rows using tidyverse in RStudio, reducing data processing time by approximately 25%.
- Implemented data visualization techniques using ggplot2 to provide insights into usage patterns.
- Produced a comprehensive Markdown report analyzing over 4 million ride records, uncovering critical insights that aided in designing targeted marketing strategies to convert casual riders into annual members.

### HOUSE SALES IN KING COUNTY, USA

April 2024

- Developed a dynamic dashboard using Tableau, featuring 7 visualizations of pricing trends, property characteristics, and geographical distribution of house sales.
- Performed extensive data cleaning in Excel on 21,000 rows of house sales data, including handling missing values, removing duplicates, and standardizing data formats, ensuring data accuracy.

### HR ANALYTICS DATA EXPLORATION

April 2024

- Analyzed HR metrics of 1,400 employees, including job satisfaction and attrition rates, using SQL queries in MySQL Workbench to explore the data and derive actionable insights.
- Designed a Tableau dashboard that improved HR decision-making speed by 20%, offering clear and actionable insights into employee demographics, education levels, and department-based workforce stability.

## WORK EXPERIENCE

### COGNIZANT TECHNOLOGY SOLUTIONS | Bangalore, IN

March 2022 – March 2023

Programmer Analyst

- Prepared and validated over 700 test scripts in Excel and HP ALM over 3 Integration test cycles, which resulted in a 20% reduction in post-launch defects. Produced reports using Excel Pivot Tables which helped reduce processing time by 50%.
- Increased user adoption rates by 65% for new processes through comprehensive documentation and end-user training for User Acceptance Testing (UAT).

## EDUCATION

### UNIVERSITY OF GLASGOW | Glasgow, UK

October 2020

Master of Science (M.Sc.) - Mechanical Engineering and Management

### SRM INSTITUTE OF SCIENCE AND TECHNOLOGY | Chennai, IN

May 2018

Bachelor of Technology (B.Tech.) - Mechanical Engineering

## CERTIFICATIONS

- Google Data Analytics Professional Certificate | Coursera
- Data Visualization and Dashboards with Excel and Cognos | Coursera