

Rupesh Biswas

rupeshbiswas1997@gmail.com

+91-9933260274

[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

WORK EXPERIENCE

- **Senior Business Analyst – Soroco India Pvt Ltd** Jul 2023 – Current
 - Designed and managed Power BI datasets, ensuring correct data model joins and cardinality across customer environments.
 - Created 3+ standardized Power BI files with DAX formulas, accelerating insights generation within 3 days of deployment.
 - Built SQL-based data ingestion pipelines in QlikView, delivering insights for a Fortune 500 client.
 - Created a React-based website to showcase Power BI capabilities, improving client demo efficiency.
 - Developed a Python-based extraction pipeline to extract work identifiers from the collected DOM data across users, mapping them to work sequences to generate insights at the unit-of-work level.
 - Contributed to the creation of multiple sales demo proposals by adding relevant data points and product screenshots to showcase capabilities.
- **Business Analyst – Soroco India Pvt Ltd** Jan 2022 – Jul 2023
 - Automated data-driven DevOps workflows by developing a serverless app for Azure DevOps ticketing from Datadog alerts.
 - Managed and successfully delivered QuickStart client engagement for 6+ customers.
 - Conducted custom analysis using Python and SQL, optimizing KPI reporting for a Fortune 500 client.
 - Created competitive analysis slide decks for the sales team to do objection handling effectively.
 - Integrated the learning management system for the partner and customers to enable them about the product.
- **Associate Product Manager – Collegedunia Web Pvt Ltd** Nov 2020 – Dec 2021
 - Led data-driven product roadmap execution, enhancing web UI and analytics capabilities.
 - Planned, documented, and implemented multiple website features, including migration to React, a user path selection navigation menu, a Q&A page, and a currency switcher for abroad colleges.
 - Launched the revamped Collegedunia mobile app, increasing DAU by 20%.
- **Data Analyst - Collegedunia Web Pvt Ltd** Jul 2019 – Oct 2020
 - Developed traffic analytics reports using Google Analytics and Looker Studio (formerly Google Data Studio) for leadership reporting.
 - Automated data extraction from 20+ websites using Python, scheduling jobs with cron to fetch updated data at different intervals for competitor analysis and content optimization.
 - Identified and resolved SEO issues, including 404 pages and link-building errors using Screaming Frog for improved search rankings.
 - Set up Google analytics tracking for Prepp.in domain, a completely new website.

SKILLS

- **Programming:** Python, SQL, JavaScript, Docker
- **Databases:** PostgreSQL, MongoDB, Delta Tables
- **Data Engineering:** Apache Airflow, Kestra, Spark, Databricks, PySpark, BigQuery
- **BI Tools:** Power BI, Qlik, Looker Studio (Google Data Studio)
- **Cloud & DevOps:** AWS, Azure, Serverless Computing, Terraform
- **Web & Analytics:** React, Next.js, Tailwind CSS, HTML, CSS, Google Analytics
- **Others:** Product Management, SEO, Scrum (Professional Scrum Master™ I (PSM I) by Scrum.org), JIRA, Wireframing, MS Office (Word, Excel, PowerPoint), Adobe XD

EDUCATION

- **National Institute of Technology, Durgapur** Jul 2015 – May 2019
Bachelor of Technology in Metallurgical & Materials Engineering