

Rupesh Biswas

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WORK EXPERIENCE

- **Senior Business Analyst (Solutions Engineer) – Soroco India Pvt Ltd** Jul 2023 – Current
 - Ensured correct access to Power BI datasets across customer environments and delivered insights for 4+ clients.
 - Created 3+ templated Power BI files with DAX formulas, helping CS teams obtain preliminary insights within 3 days of deployment.
 - Wrote all data load scripts in QlikView using SQL and Qlik scripting to deliver custom insights for a Fortune 500 client.
 - Built and hosted a React website to demo the company's Power BI offerings, helping the team to demo effectively.
 - Created insights for a fortune 500 country by extracting identifiers from the DOM collected across users and mapped them to work sequences to provide insights on how users.
- **Business Analyst – Soroco India Pvt Ltd** Jan 2022 – Jul 2023
 - Managed and successfully delivered QuickStart client engagement for 6+ customers.
 - Developed a serverless app to create Azure DevOps tickets from Datadog alerts.
 - Conducted custom analysis using Python and SQL on company data to report KPI performance 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.
 - Developed guided demo journeys with Reprise for various industries, reducing reliance on the demo portal.
- **Associate Product Manager – Collegedunia Web Pvt Ltd** Nov 2020 – Dec 2021
 - Owned the product roadmap and executed all the requirements of the content team to make their processes more streamlined.
 - Planned, documented, and implemented multiple features on the website like the dropdown menu, website's tech stack changes to react, currency switcher for abroad colleges.
 - Planned and executed the current Q&A feature on the website from scratch.
 - Launched the current version of Collegedunia mobile app, increasing DAU by 20%.
 - Executed technical requirements for the WordPress blog.
- **Data Analyst - Collegedunia Web Pvt Ltd** Jul 2019 – Oct 2020
 - Create various reports and insights on the website traffic using google analytics. Built the reports in Google data studio offering and was used at leadership level for daily reporting.
 - Used python to scrape more than 20+ websites to get its data.
 - Worked with interns to create a notification dashboard for a 5-member team.
 - Used screaming frog tool to report the various link building errors and website bugs and got them fixed.
 - Setup Google analytics tracking for Prepp.in domain, a completely new website.

SKILLS

- **Programming:** Python, SQL, HTML, CSS, JS
- **Frameworks:** React, Next.js
- **Databases:** PostgreSQL, MongoDB
- **BI Tools:** Power BI, Qlik, Google Data Studio
- **Others:** Product Management, SEO, Scrum (Professional Scrum Master™ I (PSM I) by Scrum.org), JIRA, Wireframing
- **Technologies:** MS Word, Excel, PowerPoint, Power BI, Adobe XD, Big Query, AWS and Azure Cloud Computing – Basic

EDUCATION

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