SAMANWAYA GHOSH

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# Professional Summary

Dedicated professional with 14+ years of experience in banking, finance, and eCommerce, specializing in operations management, customer service, project management, and data-driven decision-making. Over the past five years, I’ve led strategic initiatives in an eCommerce firm, optimizing workflows and boosting performance. With strong technical skills in Python, SQL, and Power BI, I leverage data analytics to streamline operations and deliver actionable insights. Skilled in stakeholder collaboration and process automation, I thrive in dynamic environments where strategic thinking and innovation drive business success.

# Technical Skills

**Languages and Databases**: Python, Pandas, NumPy, SQL, MySQL

**Visualization Tools**: Power BI

**Other Skills**: Advanced Excel, Data Analysis

# Experience

**Babita Fashion August 2019 – Present** *Project Manager and Data Analyst*

* Directed cross-functional teams to deliver 20+ e-commerce projects with a 98% on-time completion rate, aligning with business goals.
* Managed project budgets of INR 5L–10L, achieving 15% cost reduction through resource optimization.
* Utilized data analytics to identify trends, forecast risks, and improve project efficiency by 20%.
* Created dashboards and reports using tools like Power BI, enhancing visibility by 30%.
* Ensured 99% client satisfaction through rigorous quality control and actionable insights.
* Supported strategic initiatives by analyzing e-commerce metrics, contributing to a 15% ROI increase.

**IndusInd Bank December 2018 –July 2019** *Business Development Manager*

* Conducted market research, identifying 5+ emerging market opportunities and increasing new client acquisition by 20%.
* Developed strategic business development plans, leading to a 15% increase in regional market share.
* Exceeded sales targets by 150% through tailored banking solutions and relationship building.
* Established 3+ key strategic partnerships, expanding the bank's market presence in the region.
* Led and mentored a team of 5 professionals, achieving a 25% increase in team productivity.

**ICICI Bank September 2012 – December 2018** *Client Service Manager*

* Managed a portfolio of 500+ HNI clients, providing tailored banking and investment solutions with a 95% client retention rate.
* Conducted training sessions for 5+ branch staff on Five-S principles, enhancing productivity by 20% and reducing workflow bottlenecks.
* Oversaw branch operations, contributing to a 10% revenue growth through effective client engagement and cross-selling.
* Handled cash, loans, demat, forex, and other banking operations, maintaining 100% compliance with banking policies.

**Alchemist LTD January 2010 – January 2011**

*Executive*

* Prepared monthly and quarterly MIS reports, improving strategic decision-making with 10% reduction in decision-making time.
* Assisted in capital budgeting and financial planning, achieving 10% cost savings in budget approvals.
* Streamlined billing processes, reducing billing discrepancies by 25%.

# Personal Projects

**Credit Card Pilot Analysis for Mitron Bank:** [*Project Link*](https://app.powerbi.com/view?r=eyJrIjoiMTQxZDgzNmEtOTQ4ZS00MmIxLTgzNGQtNGNiNWViYzA5NDEyIiwidCI6IjkxNWQxYzBkLWU0MjEtNDIwZS1iOWVmLThlY2U4MGMzZjZkZSJ9&pageName=fc165fa8b0082fd19761)

For Mitron Bank, I led the launch of a new credit card line by analyzing **4,000 customer profiles** across **5 major cities**, focusing on online spending trends. I developed **10+ KPIs** and **10+ visual reports** in Power BI, providing insights that supported top management's strategic decisions. A real-time dashboard I designed improved data accessibility, reducing reporting time by **30%** and accelerating decision-making by **20%**. My analysis identified **5 key customer needs** and **3 emerging market trends**, which were integral to shaping the product strategy, driving a projected **15% revenue increase** from the new credit card line.

Tools Used: Excel, Power BI

**Improving Delivery Service Levels for AtliQ Mart:** [*Project Link*](https://app.powerbi.com/view?r=eyJrIjoiYzdlYWI1MzItYTdiZC00M2EzLThmYWQtYzRlMzlkYTM5MDRhIiwidCI6IjkxNWQxYzBkLWU0MjEtNDIwZS1iOWVmLThlY2U4MGMzZjZkZSJ9&pageName=7271bddd70f772829118)

Enhanced OTIF delivery service levels by analyzing daily delivery data across 3 cities (100+ delivery points), developing key metrics and creating a self-explanatory Power BI dashboard for real-time KPI monitoring. Identified opportunities to improve service by **15%, resulting in a 20% reduction** in delivery issues and supporting **5% growth** in service reliability in new markets, directly aiding strategic expansion and response to customer concerns.

Tools Used: Excel, Power BI

**Dashboard Creation for Customer Goods :** [*Project Link*](https://app.powerbi.com/view?r=eyJrIjoiNWRhMGE5MjQtN2MwYy00NzdiLTgwMzctYjVmM2NmNTFlY2U4IiwidCI6IjkxNWQxYzBkLWU0MjEtNDIwZS1iOWVmLThlY2U4MGMzZjZkZSJ9&pageName=d1dc1130947977c78c50)

Enhanced data-driven decision-making by providing actionable insights through Power BI, addressing 10+ ad hoc business requests. Executed 30+ SQL queries for accurate data extraction and analysis, and developed a comprehensive Power BI dashboard for top management, effectively visualizing key metrics and trends. This project led to **20% faster decision-making** and showcased strong technical and communication skills, supporting data-informed strategies across the organization.

Tools Used: Excel, SQL, Power BI

**Education**

**B.Tech 2005 – 2009**

Bachelor of Technology in Computer Science

**Diploma 2012**

Post graduate diploma in Banking and Operation