

# SRIJITA KAYAL

---

[kayalsrijita2000@gmail.com](mailto:kayalsrijita2000@gmail.com) | +91 6291184806 | [LinkedIn](#) | [GitHub](#) | [Kaggle](#)

Enthusiastic and highly motivated Data Analyst fresher with a strong foundation in data analysis, visualization, and business reporting. Proficient in Python, SQL, Power BI, and Excel, with practical experience through academic projects and internships. Currently pursuing an MBA in Business Analytics, with a focus on delivering data-driven insights to support strategic decision-making.

---

## Technical Skills

- **Languages:** Python, SQL, R
- **Tools:** Power BI, Excel, MS Office, CorelDRAW
- **Skills:** Data Cleaning, Data Visualization, Data Manipulation, Machine Learning, Communication, Business Analysis

## Internship

- StarApp Solution
- Prodigy Infotech

## Education

<b>Bengal Institute of Business Studies - VU</b>	2024 – Present
PGP + MBA - Business Analytics & Data Science	80*%
<b>Central University of Punjab</b>	2021 – 2023
M.Sc. in Geology	64%
<b>Jogamaya Devi College - University of Calcutta</b>	2018 – 2021
B.Sc. in Geology	70%

---

## Projects

### Retail Sales Exploratory Data Analysis (EDA)

- Cleaned and explored retail sales data to uncover **seasonal and customer behaviour trends**.
- Identified **high-performing products & key customer segments** through statistical analysis.
- Generated insights to support **sales growth and inventory optimization**.

### Unemployment Data Analysis Dashboard

- Designed interactive dashboards to visualize unemployment trends
- Cleaned and structured large datasets for reporting accuracy

### Accenture Sales & Revenue Dashboard

- Created real-time dashboards for revenue and performance metrics
- Empowered strategic decisions through visual data exploration

### Performance Insights: Sales & Customer Behaviour

- Developed a Power BI dashboard analysing 200 customers, 20 products & 200 transactions identifying key sale trends & Customer behaviour with 31.19% YoY growth from 2022 to 2023 using DAX Calculations.

## Certifications

- Machine Learning with Python – IIT Kanpur (2024)
- Machine Learning with Python – Student Development Program (2024)
- Model Competition (Earth Day 2022) – Central University of Punjab