SUBHA DHAR

Data Analyst | Business Intelligence Developer | Python SQL Specialist

📱 7980719810 | ✉ dharsubha2000@gmail.com | 🔗 LinkedIn | ⭘ Github | 🌐 Portfolio

Data Analyst skilled in SQL, Python, and data visualization (Power BI, Tableau). Proficient in ETL workflows, machine learning, and statistical analysis. Focused on delivering actionable insights through business intelligence, data storytelling, and dashboard optimization to support data-driven decision-making.

EDUCATION

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

Bachelor of Computer Applications (BCA)

July 2019 - Expected July 2025 | Kolkata, INDIA

N.K. PAL ADARSHA SHIKSHAYATAN

Higher Secondary (Science)

June 2017 - February 2019 | Kolkata, INDIA

TECHNICAL SKILLS

- **Data Analysis: Excel** (Pivot Tables, VLOOKUP, Macros), **SQL** (Joins, CTEs, Window Functions), **ETL** (Informatica PowerCenter), **NLP**, **Web Scraping** (BeautifulSoup, Scrapy)
- **Programming: Python** (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, TensorFlow, PyTorch), Java, C++, JavaScript
- **BI Visualization:** Power BI, Tableau, Looker, Google Data Studio (incorporating AI-driven insights)
- **Machine Learning AI:** Regression, Clustering, CNN, RNN, Anomaly Detection, NLP (Sentiment Analysis, Text Classification), **Generative AI** (ChatGPT, Claude, Gemini)
- **Cloud Computing:** Learning **AWS**, **Azure**, **Google Cloud** for scalable data processing
- **Soft Skills:** Critical Thinking, Problem-Solving, Business Acumen, Storytelling with Data, Communication, Collaboration Teamwork, Time Management & Prioritization, Proactive Learning

CERTIFICATIONS

- Data Science with Python
- Data Visualization with Python
- SQL, ETL, and Data Warehousing

PROJECTS

SOCIAL MEDIA TREND ANALYSIS   *[Python, Web Scraping, NLP]*
- Implemented web scraping to collect trending data from multiple platforms.
- Applied sentiment analysis and identified sentiment shifts, leading to targeted content recommendations.
- Designed Power BI dashboards to visualize engagement trends.

CUSTOMER SUPPORT DATA ANALYSIS   *[SQL, Python]*
- Automated ticket categorization, improving response time by **40%**.
- Provided actionable insights for process improvements that reduced customer complaint resolution time by **25%**.
- Generated actionable reports to enhance customer satisfaction strategies.

ROAD ACCIDENT ANALYSIS DASHBOARD   *[Power BI, Data Processing]*
- Collected and processed real-time accident data to visualize high-risk zones.
- Visualized accident hotspots and severity metrics.
- Provided data-driven policy recommendations to reduce accident frequency.

E-LEARNABLE LEARNING PLATFORM   *[HTML, CSS, Javascript, SQL]*
- Designed role-based access for efficient learning and management.
- Integrated authentication and real-time progress tracking.
- Utilized SQL for database operations and structured query execution.

EXPERIENCE

DATA ANALYST INTERN - FUTURE INTERNS
- Extracted and analyzed large datasets reducing data processing time by **30%**.
- Designed predictive models that improved the accuracy of business forecasting by **20%**.
- Created interactive dashboards for stakeholders that increased stakeholder engagement by **25%**.

DIGITAL MARKETING INTERN - TECH ANALOGY
- Improved website rankings by **15%** using SEO and keyword analysis.
- Developed data-driven content marketing strategies.
- Analyzed engagement and conversion metrics, leading to a **20%** increase in conversions.