SUBHA DHAR

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Data Analyst skilled in SQL, Python, and data visualization (Power BI, Tableau). Expertise in ETL processes, machine learning, and statistical analysis. Passionate about data-driven decision-making, business intelligence, and dashboard optimization.

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.