

# SUBHAM CHOWDHURY

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## EDUCATION

UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK  
**Master of Science, Management Information Systems (STEM)**

**Buffalo, United States**  
Jun. 2024

INSTITUTE OF TECHNICAL EDUCATION AND RESEARCH, SIKSHA 'O' ANUSANDHAN UNIVERSITY  
**Bachelor of Technology, Computer Science Engineering**

**Bhubaneswar, India**  
Jul. 2018

## SKILLS

**Analytical Tools:** Tableau, PowerBi, MS Excel (VBA), SAS, SSRS, Cognos, Looker, QlikView, Google Analytics, Microstrategy  
**Data Management:** Data Warehousing, Snowflake, Oracle, SQL Server, Salesforce, Hive, Starburst, RDBMS, MongoDB  
**Programming & ETL Tools:** SQL, Python, R, Spark, Redshift, Google BigQuery, SSIS, Talend, Alteryx, Dbt, Amplitude, Mixpanel  
**Other Skills:** AWS, AB Testing, Azure, Jira, Confluence, Metabase, Lightdash, REST APIs, Pendo, GitLab, Recurly, GitHub

## EXPERIENCE

BUFFALO NIAGARA MEDICAL CAMPUS INC.  
**PRODUCT ANALYST**

**Buffalo, United States**  
Jan. 2024–Jun. 2024

- Engaged with diverse stakeholders to gather critical business requirements, conducting over 3,000 interviews, surveys, and workshops to identify user needs and preferences, resulting in enriched **lifestyle medicine** solutions.
- Conducted text mining on customer feedback responses received through surveys to identify trends and insights, enhancing the effectiveness of marketing campaigns by 27%.

PAYTM, ONE97 COMMUNICATIONS LIMITED  
**PRODUCT ANALYST**

**Bengaluru, India**  
Dec. 2022–Jun. 2023

- Crafted over 350 QR scan and refund process-related **MIS reports** weekly and monthly for senior leadership, which contributed to generating over \$1 million in revenue.
- Implemented a strategic planning process to streamline product development timelines, resulting in a 30% faster time-to-market and a 40% increase in new product launches annually.

INDEGENE PRIVATE LIMITED  
**DATA ANALYST**

**Bengaluru, India**  
Oct. 2021–Dec. 2022

- Orchestrated strategic drug launch analysis for Radicava ORS targeting ALS; enhanced presales and post-sales efforts by leveraging multi-channel marketing, driving an 85% surge in HCP targeted email engagement and notable patient opt-ins.
- Administered a comprehensive database of 10,000+ patient records, maintaining 99.5% data accuracy and completeness, which contributed to more reliable patient information and augmented healthcare outcomes.
- Conducted A/B testing and data analysis to measure the impact of product changes along with Root Cause Analysis and optimizations, resulting in a 10% increase in conversion rates and a 5% increase in revenue per user.
- Utilized machine learning techniques, including decision trees and natural language processing, to forecast customer behavior and tailor marketing strategies, resulting in a 30% increase in customer retention and lifetime value.
- Implemented advanced **performance tuning** techniques in interactive dashboards, enhancing data retrieval speed by 35% for over a million healthcare professionals and improving overall user experience.

COGNIZANT TECHNOLOGY SOLUTIONS PRIVATE LIMITED  
**PROGRAMMER ANALYST**

**Kolkata, India**  
Dec. 2018–Sep. 2021

- Strengthened data protection by deploying **row-level security** and **user filters**, safeguarding confidential information, and adhering to compliance regulations, reducing data breaches by 30% within the first year.
- Leveraged Excel and Google Sheets for comprehensive data analysis using **Pivot Tables** and **VLOOKUP**; identified key performance indicators, boosting sales team efficiency by 30% and driving revenue growth.
- Optimized **data pipelines** for mapping and transformation workflows, achieving a 15% decrease in integration errors, which improved data consistency and operational effectiveness company wide.
- Demonstrated expertise in **Agile and Scrum** methodologies by leading a cross-functional team of 5 through the **DMAIC** process, resulting in a 20% reduction in operational costs.