**SHILADITYA DASGUPTA**

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I am submitting herewith my resume for your perusal and consideration for an opening in your organization.

To describe myself in a nutshell, I am a **solutions oriented person**. I like dealing with problems, identify the root cause and love finding a solution to the same.

I have 8+ years of experience across Banking Analytics, MIS Management and Data Marts;

**I have worked on banking analytics (Marketing Analytics, cards analytics), specializing in creation and management of data to align it with the business goals of the organization.**

In 2012 I started a venture trading in shares & currencies and have been doing freelancing work on SAS Analytics, excel & providing training in SAS as well. However, as profitability of the business has not met my expectations, I have wound up my trading business and looking for employment in an appropriate role.

In the years and months since 2012, I have picked up skills that would be useful for any organization that I become part of. Other than my business ventures, **I have spent a large part of my time working on my habits**. Breaking old ones that were undesirable and creating ones that have been beneficial.

* I can now work with single mindedness for large stretches of time without any feeling tired at the end of it. I stop only to take care of other responsibilities.
* Other than the ability to focus my thoughts, I have also established emotional equanimity. I do not let negative emotions like anger or sadness to overcome me. Emotions perceived as positive are also not allowed to overcome me.
* Having freed myself from thought and emotional indiscipline, I have been able to devote my time to studies and researches, exploring new subjects that will prove useful to any organization dealing with analytics. I did not have exposure to predictive modeling, so I completed a basic online course on Predictive Modeling and Analytics from a professor at University of Colorado via [www.Coursera.com](http://www.Coursera.com).
* The discipline has improved my ability to maintain and manage my relationships appropriately. At the end of the day, a company means a group of people and my ability to maintain relationships and provide leadership when necessary will be of benefit to the company.
* My public speaking skills have improved significantly as well.

I have spent my time trying my hand at my own business as well as working for change within myself.

Professionally I am looking for an opportunity that will help me utilizing my skills in the above areas. My detailed resume is enclosed herewith for your kind perusal and consideration.

I would welcome a personal meeting to further discuss your requirements and my ability to meet the same.

Thanking you for your consideration and forthcoming response.

Yours Sincerely,

Shiladitya Dasgupta

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**BUSINESS ANALYTICS PROFESSIONAL**

*Seeking a senior position in industry with an organization of repute that would provide a platform to unleash my skills and capabilities achieving continuous professional growth and progress*



**PROFILE**

* Goal-oriented professional having **8+ years of experience across Banking Analytics, MIS Management and Data Marts;**
* Ability to **summarize findings, analyze, evaluate data & results;** experienced in providing training in SAS being a listed SAS trainer in UrbanPro.com & Xoomtraining.com.
* Problem solving, monitoring and **resource balancing skills**, attention to detail as well as the ability to **build and lead effective teams**.
* **Focused, hardworking and self-motivated;** with the capability to meet high-pressure deadlines and coordinate multiple projects;

**Technical Skills**

|  |  |
| --- | --- |
| Language | SAS |
| Operating System | WINDOWS, UNIX |
| Database | DB2, Oracle, Teradata |
| Tools | SAS, MS Office and Internet Applications |



**PROFESSIONAL EXPERIENCE**

**Entrepreneur May2012-Present**

* Started a venture trading in shares as well as providing training in SAS in 2012. However, as profitability of the business has not met my expectations, I have wound up my trading business and looking for employment in an appropriate role.
* Freelance work done for a US customer dealing with banking analytics has been highly appreciated and the client will provide attestation for the same on request.
* Provided online training on SAS and advanced excel.

**HSBC February 2007-May 2012**

**Manager**

* Involved in **managing the MIS & DataMarts team** for Commercial bank; coordinated with the stakeholders in UK Commercial bank to ensure smooth delivery of regular MIS and adhoc analytics projects.
* Provided other teams within commercial bank with the data they needed with creation and modification of datamarts created from existing permanent data-warehouse.
* Looked after overall Data management of the files while ensuring accuracy, precision and facilitated easy retrieval of records whenever required.

**Projects**

|  |  |
| --- | --- |
| Title | MIS: Global Asset Management Dashboards |
| Review | * The project developed dashboards for the Global Asset Management team, HSBC showing various metrics for Asset cross sale. This was a new project requested by the global asset management head of HSBC. The dashboard showed the asset balances of high end customers as well as their liability product balances. The idea was that customers with high asset balances were good prospects for cross sale of our large range of liability products. My additions to the filters for choosing more appropriate customers were accepted and used. |

|  |  |
| --- | --- |
| Title | Commercial Bank Datamarts |
| Review | * The project aimed at creation of datamarts infrastructure for Commercial Bank Marketing, HSBC. This involved changing of an existing relational model by redesigning and implementation of the data model to provide a new architecture to for the Commercial marketing datamart. The datamart consisted of a large number of SAS datasets created each month for Marketing Analytics. By introducing time as an entity the project designed the database such that we had only a single table with year and month appearing as variables, thus significantly reduced the space and query time used by analysts. |

|  |  |
| --- | --- |
| Title | MIS: Regular MIS Automation |
| Review | * The project involved automating all weekly, monthly and quarterly MIS reports. It automated over 120 reports and Unix shell scripts created to automate MIS production. |

**AMERICAN EXPRESS, GURGAON August 2005-February 2007**

**Systems Analyst**

* Responsible for delivering analytics projects for the International Cards Team in the US (Membership Rewards); effectively created and maintained database of US cardholders’ portfolio.
* Accountable for mining data in the organization and prepare daily/ weekly/ monthly reporting to all levels of the organization.

**Projects**

|  |  |
| --- | --- |
| Title | Portfolio Analysis Tool |
| Review | * The project aimed at creating a web based tool that would provide balances, delinquencies and demographics of American Express card holders in the US and other markets. These figures were already being produced using an existing SQL code each month. The project involved recreating the code using SAS for all data manipulation replacing SQL, automating the dates and other variables using SAS and handing over to another team that published the monthly report in web format on our intranet. |

|  |  |
| --- | --- |
| Title | SAS Training Module creation and training |
| Review | Created a training module on SAS for new joiners in our team. I also imparted the training which benefited all graduates in our team fresh out of college. |

**STINGRAY TECHNOLOGIES LIMITED, NOIDA December 2003-May 2005**

**Programmer Analyst**

|  |  |
| --- | --- |
| Title | Code Migration |
| Review | * This project was developed for an airlines. It involved migration of all programs written in FOCUS to SAS. Worked extensively on PROC REPORT procedure during this project and recreated reports using SAS so that the results were visually an exact match of FOCUS reports. |

***Achievements***

* ***Successfully won an award in HSBC for the best performance in the project Regular MIS Automation for reducing MI turnaround time in June, 2008.***
* ***Awarded and highly appreciated for quality of training to new joiners and engagement with US stakeholders in December, 2006.***



**EDUCATIONAL CREDENTIALS**

**MCA 2004**

IMT, Ghaziabad;

**B. Com. 1999**

Calcutta University,

**Intermediate 1996**

Board of Higher Secondary Education**,**

**Matriculation 1994**

Board of Secondary Education,



**Date of Birth:** 2nd March 1977 **References:** Available on Request