

Srijata Datta

Nirman Vihar, New Delhi | [LinkedIn](#)

Objective

Dynamic and analytical professional with a strong background in analyzing data and visualization. My expertise lies in MS Excel, SQL, Tableau, Python, and R to drive data-driven insights and support strategic decision-making. Dedicated to utilizing advanced analytical tools and techniques to uncover actionable insights and optimize business performance.

Experience

RESEARCH ASSOCIATE | NATIONAL COUNCIL OF APPLIED ECONOMIC RESEARCH | FEB '23 - PRESENT

- Created and managed databases using Excel and SQL and ensuring efficient data storage and retrieval for analysis purposes.
- Used advanced data analytic and visualization tools, i.e., Excel, Power BI and Tableau to create dynamic and insightful dashboards, facilitating data visualization and empowering data-driven decision-making.

Education

M.SC. IN ECONOMICS | SEP, 2023 | UNIVERSITY OF CALCUTTA

- Major: Economics
- Percentage/CGPA: 6.97

B.SC. IN ECONOMICS | NOV,2020 | UNIVERSITY OF CALCUTTA

- Major: Economics
- Percentage/CGPA: 71.88

Certificates

- "Data Science with Advanced Tableau" offered by Ivy Professional School
- "Google Analytics for Beginners" offered by Google Analytics Academy
- "Power BI for Beginners" offered by Simplilearn

Skills

- MS-Excel
- SQL
- Tableau
- R Programming
- Python
- Power BI

Projects

WORLD GDP_DATASET (WORLD BANK DATASET) (POWER BI) USED TOOLS _ POWER BI [WORLD BANK GDP | POWER BI](#)

NETFLIX_RATINGS2021 (KAGGLE DATASET) (SQL) USED TOOLS – SQL

- Average rating by IMDB user
- Best and worst TV Show according to IMDB rating
- Best and worst TV Show according to ROTTEN TOMATOES rating (used group by, order by, view for this project)

OLYMPIC CASE STUDY (KAGGLE DATASET) (MS-EXCEL) USED TOOLS – MS EXCEL

- Analyzed Olympic data to determine the number of medals received by countries using pivot tables, providing insights into countries' performance.
- Utilized advanced filter and SUBTOTAL function to calculate the number of gold medals won by India during 1896 to 2016.
- Created a dynamic dashboard incorporating bar charts to visually represent the number of medals won by India and the total number of male and female participants in different countries, demonstrating proficiency in data visualization and presentation

AMAZING MART PROJECT (KAGGLE DATASET) (TABLEAU) USED TOOLS – TABLEAU

[AMAZINGMART | TABLEAU PUBLIC](#)

CLV CASE STUDY (R PROGRAMMING) USED TOOLS - R

- **Objective:** To examine the factors influencing Customer Lifetime Value (CLV) of an Insurance Premium Company based on customer attribute
- **Library needed:** "boot", "car", "QuantPsyc", "lmtest", "sandwich", "vars", "nortest", "MASS", "caTools"
- **Method:** Conducted thorough data exploration, outlier treatment, and missing value imputation. Built and iteratively refined a multiple linear regression model to predict CLV using significant customer attributes.
- **Outcome:** Developed a robust model, validated its performance on a test dataset, and ensured adherence to model assumptions through rigorous diagnostics.

Additional Experiences

KPMG, Remote Data Analyst

- Developed a comprehensive PowerPoint presentation outlining the approach for analyzing the existing customer data set and addressed the key business questions.
- Analyzed data distributions, identifying trends and patterns to gain insights into customer behavior and developed an interactive dashboard to present the data summary and analysis results.

TCS, Remote (Data Visualization)

- Studying Dataset and Cleaned up the provided data by applying checks for quantity and unit price to ensure data accuracy.
- Utilized Tableau to create impactful visuals for the dataset given by TCS