

# Pranay Sanyal

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## PROFESSIONAL SUMMARY

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Data & Decision Analyst with hands-on experience in analysing business data, identifying patterns, and generating actionable insights to support decision-making. Skilled in SQL, Excel, and Power BI for data analysis, dashboard creation, and KPI tracking. Experienced in working with large datasets to uncover trends, improve performance, and drive strategic outcomes. Familiar with using AI tools to enhance data analysis, improve efficiency, and support data-driven decisions.

## EDUCATION

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**Bachelor of Technology** (Computer Science) 2016 - 2020  
UNIVERSITY of ENGINEERING MANAGEMENT, KOLKATA Grade: 7.66/10.0

**Intermediate (Class XII)** 2014 - 2016  
SANTIPUR MUNICIPAL HIGH SCHOOL Grade: 61.0%

**Matriculation (Class X)** 2013 - 2014  
SANTIPUR MUNICIPAL HIGH SCHOOL Grade: 70.14%

## EXPERIENCE

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**Silver Director Associate (Operations & Performance Analytics)** March 2022 - April 2025  
Vestige Marketing Private Limited *Pan India (Network-Based Operations)*

- Led and optimized operations for a team of 1,000+ members across India, ensuring smooth coordination, performance tracking, and workflow management
- Monitored key KPIs such as conversion rates, customer engagement, churn trends, and team productivity to drive actionable insights
- Used MS Excel (Pivot Tables, VLOOKUP) to maintain and analyze business data
- Generated Rs.35,00,000+ revenue in 2 years by using data-based strategies for sales forecasting, target setting, and performance improvement
- Identified gaps in performance and implemented data-driven strategies to improve results
- Improved team efficiency by implementing structured data tracking systems (Excel sheets, performance dashboards, reporting formats)

## PROJECTS

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**PowerBI Project : Bank CRM Analysis** ([Github](#)) September 2025

- Built an end-to-end CRM analytics dashboard using 10000+ customer records to uncover key factors like customer demographics, transactions, active customers
- Cleaned, transformed, and integrated all datasets into a well-structured data model using Power Query
- Applied DAX to calculate churn prediction metrics, customer tenure, retention cohorts, and high-risk customer segments
- Presented actionable business recommendations such as improving service for high-value segments, personalizing products, and creating early-warning churn alerts.

**Social Media Analysis using SQL** ([Github](#)) July 2025

- Analyzed Instagram's user, post, and engagement data to help the Marketing team improve user engagement, retention, and acquisition.
- Built SQL queries using LEFT/RIGHT/FULL JOINS, CTEs, Window Functions to identify new users, active users, churned users, and retention cohorts.
- Created insights on content performance, engagement patterns, and behavior of high-value user segments.
- Provided actionable recommendations to boost activation rate, Day-7 retention, and optimize marketing spend toward high-LTV segments.
- Delivered findings through structured reports for stakeholder decision-making.

**AstroSage Call Centre Analysis** ([Github](#)) June 2025

- An initial investment of Rs.1 Crore was made in Astrosage, with a detailed analysis conducted to ensure effective fund utilization and growth.
- Used Excel functions like lookup Functions, Array Formulas, Countif, Averageifs etc and Pivot Table for accurate analysis.
- Developed dynamic dashboards with pivot charts and slicers to visualize metrics like ratings, engagement, and pricing trends.
- 68% of consultations were failed or incomplete, affecting customer retention, while only 57% of calls came from repeat customers.
- 52.8% of agents received ratings below 4, with calls generating the highest revenue, while chats had the most user interactions.
- Peak call hours were between 6 AM and 4 PM.

## CERTIFICATIONS

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**Professional Certificate in Data Science** Newton School April 2025

- Developed an end-to-end data analytics project utilizing advanced Excel functionalities for comprehensive data insights.
- Possess extensive knowledge of SQL with hands-on experience in applying SQL for data analysis.
- Proficient in Power BI,

**Business Analyst Course** Analyst Club March 2025

Completed a Business Analyst certification focused on effective communication, requirement gathering, stakeholder collaboration, and translating business needs into clear, actionable solutions

## SKILLS

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**Computer Language:** Python

**Soft Skill:** Communication Skills, Critical Thinking, Leadership, Presentation Skills

**Databases & Data Tools:** Excel, MySQL, Power BI, Spreadsheet

**Domain & Business Skills:** Analytics, Entrepreneurship

**Frameworks & Libraries:** Microsoft Office

## **EXTRA-CURRICULAR ACTIVITIES**

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### Hobbies

- Reading Books

### Co-curricular activities

- Participated and won multiple college debate competition
- Led and optimized operations for a team of 1,000+ members across India, ensuring smooth coordination, performance tracking, and workflow management.
- Addressed my team through multiple seminars to strategize business growth