

Soumik Dutta

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PROFESSIONAL SUMMARY

Experienced professional with hands-on experience in Excel and Power BI, in collecting, cleaning, and interpreting large datasets to drive strategic decisions. Proficient in SQL, and skilled at uncovering insights, automating reports, thus supporting business growth through data-driven solutions.

EDUCATION

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|--|--------------------------------|
| Bachelor of Technology (Computer Science) Heritage Institute Of Technology | 2020 - 2024 Grade: 8.2/10.0 |
| Intermediate (Class XII) Ramakrishna Mission Vidyabhavan | 2018 - 2020 Grade: 90.0% |
| Matriculation (Class X) Ramakrishna Mission Vidyabhavan | 2013 - 2018 Grade: 91.2% |

EXPERIENCE

Onboarding Analyst (Quality) October 2025 - Present
Shopdeck *Bangalore*

Analyse customer data and build websites based on customer requirements.
Interact with e-commerce sellers selling on platforms (like AZ/FK). Campaign runs through Facebook and Instagram.
* Pitch solutions and create funnels from leads.
Documentation and seller interactions and updates accurately within CRM systems.
Maintain clarity on accounts and ensure consistent follow-ups.

Business Analyst July 2024 - Present
Century Ply *Kolkata*

- Managed and analyzed large datasets using Excel and **Power BI** to support business reporting and strategic decisions.
- Created dynamic dashboards and visualizations using PivotTables, bar/line/pie charts, and conditional formatting to highlight key performance indicators (KPIs).
- Performed data cleaning, transformation, and validation using **Excel** functions, Power Query, and DAX that ensured data accuracy and usability by **70%**.
- Coordinated with backend teams for data follow-ups, maintained data integrity, and delivered automated, insightful reports for stakeholders.

PROJECTS

Meta Social Media Analysis ([Github](#)) ([Demo](#)) February 2025

- Analyzed a multi-table dataset consisting of Users, Photos, Comments, Likes, Tags, Follows, and Photo Tags to extract meaningful engagement and content insights.
- Performed user classification based on joining year and activity, segmenting users into highly engaged, moderately engaged, and less engaged categories.
- Conducted content-centric analysis to identify the most and least liked photo categories using tag and like data.
- Discovered that hashtags play a significant role in boosting user engagement, providing actionable insights for content strategy.

Zomato Restaurant Analysis ([Github](#)) ([Demo](#)) December 2024

- Conducted in-depth competitor analysis for Zomato in the food delivery industry, assessing market share, customer ratings, delivery time, pricing strategies, and service coverage.
- Delivered actionable insights to highlight market trends, strengths, and opportunities, supporting strategic positioning and competitive advantage.
- Tools Used: Advanced Excel, PowerPoint, Word.

HR Analytics Dashboard ([Github](#)) ([Demo](#)) April 2024

- Developed an interactive Power BI dashboard for HR Analytics, providing end-to-end insights from talent acquisition to employee retention.

- Visualized key HR performance metrics to support data-driven decision-making in areas such as hiring efficiency, attrition trends, and workforce demographics.
- Tools Used: Power BI, DAX, Power Query

Vrinda Store Sales Analysis using -Excel ([Github](#)) ([Demo](#))

April 2024

- Collected, cleaned, and processed raw sales data to ensure accuracy and consistency for analysis.
- Analyzed sales trends, order volume, customer gender distribution, and channel performance using interactive visualizations.
- Identified key insights such as the highest-selling month, top-performing states, top categories, and preferred sales channels.
- Created a consolidated Power BI dashboard to compare sales vs. orders and deliver actionable business growth insights.

CERTIFICATIONS

Professional Certification in Data Science Newton school

October 2024

- Learned technical skills such as SQL ,Excel ,Power BI
- Worked on projects such as Zomato Restaurant Analysis using Excel ,Meta Analysis using SQL and HR Analytics Dashboard using Power BI.

Data Analytics Webymom ([Link](#))

January 2024

- Created a dashboard Vrinda Store Sales Analysis using Excel .

SKILLS

Computer Languages: SQL

Data Tools: Power BI

Software Packages: Excel, MySQL

Soft Skills: Presentation Skills, Leadership, Teamwork, Communication Skills

Others: Microsoft Office, Spreadsheet, Tableau, Analytics