

Saikat Chowdhury

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DOB: 10/11/1989 | **Nationality:** Indian | **Passport:** C4463335 | **PAN:** ATBPC7156K | [LinkedIn](#) | [GitHub](#) | [RStudio](#) | [Tableau](#)
[Excel & Power BI](#) | Immediate Joiner | **LWD – 8th Feb, 2024** | **Family reason** | **Preferred Location** – Kolkata, Bangalore, Hyderabad, Bhubaneswar, Pune, Mumbai, Gurgaon, Noida, Remote | **Full Time**

OBJECTIVE

Results-oriented Data Analyst with 6+ years of experience, including 4+ years specializing in data visualization, statistical analysis, business intelligence, and sales enablement. Proficient in Python, SQL, Power BI, and Excel with a proven ability to deliver actionable sales insights and drive revenue growth. Seeking to contribute as a Senior Analyst in Analytics and Modelling to empower sales teams with data-driven strategies and support aggressive sales goals.

Technical SKILLS:

- **AI Tools** – GROK, Gamma app, Napkin, Merlin, Notebook LM, ChatGPT, CLAUDE, Julius AI.
 - **Sales Enablement & Reporting:** Sales analytics, sales reporting, KPI tracking, opportunity management.
 - **Data Analysis & Visualization:** Python (Pandas, NumPy, Matplotlib, Seaborn), Tableau, Power BI, R.
 - **Excel and Power BI Expertise:** Advanced Excel, DAX, Power Query, Power Pivot, VBA, Macros.
 - **Database Management:** PostgreSQL, MySQL, MongoDB, Snowflake Schema, Star Schema.
 - **Predictive Modeling & Analytics:** Regression Analysis, Forecasting, Hypothesis Testing.
 - **Workflow & Process Management:** Process Mapping, Root Cause Analysis, Process Optimization.
 - **Cloud & Data Tools:** Data Cleansing, ETL, Data Validation, AWS, Data Warehousing (DW).
 - **Soft Skills:** Client Relationship Management, Team Collaboration, Leadership, Problem Solving.
 - **Basic Skills:** R-language
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DOMAIN

- Insurance, Banking, Healthcare, Sales and Marketing, Retail, Ecommerce, Lodging, Supply chain
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Data Analyst | Freelancer | India

Apr 2024 – Mar 2025

Power BI:

- Developed and maintained Power BI dashboards and Excel reports for sales teams, enabling real-time tracking of sales
- KPIs and opportunities.
- Managed end-to-end sales reporting processes, including KPI definition, data extraction, and report automation.
- Collaborated with cross-functional teams to define sales metrics, optimize sales content delivery, and support aggressive sales goals.
- Used Power Query, Power Pivot, and DAX for complex data modelling and reporting.

Associate Data Analyst | Reverie Language Technology Limited, Bangalore, India

Jan 2020 - Feb 2024

- Delivered customized sales reports and actionable insights that improved customer acquisition cost by 40%.
- Conducted root cause analysis and process improvements that reduced reporting time by 25%.
- Led internal sales reporting meetings, documented minutes, tracked action items, and resolved sales data inquiries.
- Supported team members with sales opportunity management training and reporting best practices.
- Acted as SPOC for reporting dashboard delivery, managing timelines, and stakeholder expectations.
- Managed project delivery under partial supervision, with ownership from data modeling to dashboard deployment.
- Basic working knowledge of Qlik Sense dashboards for analytics reporting.

Achievements:

- Forecasted market trends, driving an 8-10% revenue growth.
 - Awarded "On-the-Spot" recognition for exceptional client support.
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Python Developer | Coda Technology Solutions Pvt Ltd, Chennai, India

Aug 2018 - July 2019

- Developed Python automation scripts for sales data processing, reducing manual effort by 20%.
 - Delivered automated solutions generating \$8M+ revenue impact.
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Trainee UI Developer | GP Strategies Corporation, Chennai, India

Apr 2017 - May 2018

- Designed responsive UI for e-learning platforms using HTML5, CSS3, Bootstrap, and JavaScript.
 - Designed UI components for sales training platforms, reducing costs by 20%.
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PROJECTS

Project 1:

Duration: Jan20-Dec20 || **Client:** HDFC

- **Credit Risk & Segmentation – Retail Banking**
- **Domain:** Banking / Risk Analytics / Sales Enablement | **Tools:** SQL, Power BI, Excel.
- **Objective:** To analyse credit behaviour of retail customers, predict loan default risk, and implement customer segmentation to support risk-based loan approvals and revenue growth strategies.
- **The company wants to know:**
 - ✓ What customer characteristics contribute most to credit default?
 - ✓ How can we categorize customers into Low, Medium, and High-risk segments?
 - ✓ How can risk profiling improve approval processes and increase profitable lending?
- **Goal:**
 - ✓ Build a predictive model to assess credit risk and minimize default rates.
 - ✓ Segment customers using behavioral and financial indicators.
 - ✓ Provide risk-based recommendations to optimize loan approval and marketing strategy.
- **Roles and Responsibilities:**
 - ✓ Extracted and cleaned loan applicant and transactional data from SQL databases.
 - ✓ Performed exploratory data analysis (EDA) using Python (pandas, seaborn, matplotlib).
 - ✓ Support data collection, data cleaning, data extraction, data migration, data transformation, data validation and data management with regulatory affairs for pre-processing efforts.
 - ✓ Analyzed demand patterns using historical data and develop predictive models to forecast future demand.
 - ✓ Create visualizations and reports to communicate findings.
 - ✓ Collaborated with credit and marketing teams to align insights with business actions.

Action: Built an **interactive Power BI dashboard** for:

- ✓ Risk score distributions by customer profile.
- ✓ Loan default trends by income, occupation, and region.
- ✓ Branch-wise approval/rejection and risk performance.
- ✓ automated monthly data refresh for live dashboard reporting.

Result:

- ✓ **15% reduction in loan default rate** by implementing data-driven risk-based loan approval policies
- ✓ **20% increase in marketing conversion rate** from targeted low-risk customer segments
- ✓ Enhanced visibility for the credit team with **real-time dashboards**, enabling faster and more informed loan decisions
- ✓ Reduced **manual credit assessment time by 30%** through automated risk classification using predictive modeling
- ✓ Empowered leadership with **branch-level insights**, improving regional risk oversight and credit policy adjustments
- ✓ Built a **self-service Power BI dashboard** adopted by risk analysts and executives, leading to improved governance and reduced operational delays

Project 2:

Duration: Jan21-Dec21 || **Client:** Reliance Jio

- **Sales & Inventory Analytics**
- **Domain:** Retail
- **Objective:** Reliance Jio needed to analyse inventory performance and identify areas for improvement to enhance operational efficiency. Develop a solution to track inventory metrics, detect inefficiencies, and provide actionable insights.
- **Roles and Responsibilities:**
 - a. **Data Analysis & Exploration** – Collected, cleaned, and analyzed data to identify key trends and insights.
 - b. **Database Management** – Utilized SQL to extract, transform, and load (ETL) data for reporting and analysis.
 - c. **Dashboard Development** – Designed and implemented an interactive Power BI dashboard for real-time inventory tracking.
 - d. **Performance Monitoring** – Assessed inventory efficiency and highlighted areas for improvement.
 - e. **Business Insights & Reporting** – Provided actionable recommendations to optimize inventory management and decision-making.
 - f. **Stakeholder Collaboration** – Worked with teams to refine data models and improve business strategies.
- **Action:**
 - a. Developed Power BI dashboards for inventory and sales tracking, improving stock management and reducing inefficiencies.
 - b. Conducted SQL-driven data analysis to support marketing and sales strategies.
- **Result:**

Optimized inventory management by improving tracking, reducing stock issues, and enhancing overall efficiency.

Project 3:

Duration: Jan22-Dec22 || **Client:** Airbnb

- **Airbnb Case Study**
 - **Domain:** Lodging
 - **Objective:** An online marketplace providing hotel service saw a major decline in revenue so the organization wanted to identify key metrics for the fall. Analyse revenue trends, detect patterns, and provide insights to address the decline.
 - **Roles and Responsibilities:**
 - a. **Data Collection & Analysis** – Gathered and analyzed Airbnb’s revenue-related data to identify trends and key metrics.
 - b. **Dashboard Development** – Built interactive Power BI dashboards to visualize customer preferences, booking trends, and revenue insights.
 - c. **Revenue Trend Analysis** – Used Python to detect patterns and pinpoint factors contributing to revenue decline.
 - d. **Risk Identification** – Highlighted at-risk areas affecting profitability, such as cancellations, pricing fluctuations, and seasonal impacts.
 - e. **Business Strategy Recommendations** – Provided actionable insights to optimize pricing, marketing, and customer engagement strategies.
 - f. **Stakeholder Collaboration** – Worked with business teams to implement data-driven solutions for revenue growth.
 - **Action:**
 - a. Analysed booking and revenue trends to detect sales risks and revenue leakage.
 - b. Delivered data-driven insights to refine sales and pricing strategies.
 - **Result:**

Delivered data-driven insights that helped Airbnb refine its pricing strategy, improve customer targeting, and address revenue leakage.
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Project 4:

Duration: Jan23-Jan24 || **Client:** Reverie Language Technology

- **Revenue Optimization Analysis**
 - **Domain:** Market and Supply Chain
 - **Objective:** Reverie Language Technology wanted to improve its performance and optimize revenue streams. analysed data to uncover inefficiencies, identify revenue opportunities, and provide actionable insights.
 - **Roles and Responsibilities:**
 - a. **Data Mining & Analysis** – Extracted, cleaned, and analyzed large datasets to uncover revenue-impacting trends.
 - b. **Dashboard Development** – Designed interactive Power BI dashboards to visualize ad network performance and key revenue metrics.
 - c. **Performance Optimization** – Identified inefficiencies in the ad network and recommended strategies to improve monetization.
 - d. **Anomaly Detection** – Used Python to detect flaws, inconsistencies, and underperforming areas in datasets.
 - e. **Strategic Recommendations** – Provided actionable insights to optimize ad placements, targeting, and bidding strategies.
 - f. **Stakeholder Collaboration** – Worked with marketing and finance teams to implement data-driven revenue optimization strategies.
 - **Action:**
 - a. Led revenue optimization initiatives using sales data analysis and performance tracking.
 - b. Identified sales bottlenecks and improved monetization strategies, increasing revenue efficiency.
 - **Result:**

Delivered insights that improved ad targeting, enhanced monetization strategies, and increased overall revenue efficiency.
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Project 5:

Duration: 1 Year || **Client:** Reliance

- **Health Care Data Analysis and Dashboarding**
- **Domain:** Healthcare | **Tools:** SQL, Power BI, Excel, AWS, Snowflake.
- **Objective:** Analysed patient care trends and hospital performance using structured health care datasets to provide actionable insights for operations and quality improvement.
- **Roles and Responsibilities:**
 - a. Collected, cleaned, and transformed healthcare data from SQL databases (~1M+ records).
 - b. Designed and implemented SQL queries to calculate key performance metrics such as average length of stay, readmission rates, and department-wise treatment costs.

- c. Built an interactive **Power BI dashboard** featuring KPIs (Occupancy Rate, Satisfaction Score), slicers for department/diagnosis filters, and time-based trends.
 - d. Used Excel for preliminary data analysis including pivot tables, lookup formulas, and conditional formatting to detect anomalies and trends.
 - e. Created automated reports for monthly executive review, enhancing visibility into patient satisfaction and cost efficiency.
- **Action:**
 - a. Extracted and joined large datasets (patients, treatments, departments) using **SQL** to create views and calculate key metrics (e.g., average length of stay, readmission rates, treatment success).
 - b. Cleaned and validated the data in **Excel**, applying PivotTables, conditional formatting, and lookups for QA and exploratory analysis.
 - c. Developed a dynamic **Power BI dashboard** featuring:
 - d. KPIs (Occupancy Rate, Patient Satisfaction Score, Avg Cost per Diagnosis)
 - e. Slicers for filtering by Department, Diagnosis, Gender, Date
 - f. Visuals like trend lines, bar charts, and geo maps for hospital locations
 - g. Automated recurring data refresh and scheduled dashboard delivery for monthly executive review.
 - **Result:**
 - a. Improved hospital leadership's decision-making through real-time visibility into key metrics.
 - b. Reduced manual reporting time by **50%** and enabled early detection of high readmission risk departments.
 - c. Contributed to an **8% increase** in patient satisfaction by highlighting actionable service delays and bottlenecks.
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Education

- **Post Graduate Diploma in Data Science** – IIIT Bangalore (2020-2021)
 - **Master of Computer Applications (MCA)** – Visvesvaraya Technological University, Belgaum (2012-2015)
 - **Bachelor of Computer Applications (BCA)** – Netaji Subhas Open University, Kolkata (2008-2011)
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Languages

- English, Hindi, Bengali, German (A1 Level)
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Certifications & Tools

- Proficient in RStudio, Tableau, Power BI, GitHub.
- Certifications in Data Analytics and Visualization from LinkedIn.
- Certification for AI tools and ChatGPT workshops from be10X.