

SURANJANA DEY

+91-7980439197 | suranjanad20@gmail.com | Kolkata, West Bengal |
<https://www.linkedin.com/in/suranjana-dey-44521b155>

Professional Summary

MSc Data Science student passionate about exploring and learning the vast world of data. Offering a strong foundation in data analysis with a proven ability to drive efficiency, deliver successful outcomes with communication and leadership skills. To establish a career in a rising organization where I will have the opportunity to demonstrate my ability by accepting challenges and meeting corporate goals.

Technical Skills

- **Programming Languages:** Python, C
- **Database Management & Analysis:** MS Excel, Power BI, SQL
- **Tools & Platforms:** AWS, Meta Business Suite, Canva

Soft Skills

- **Analytical & Problem-Solving Skills:** Critical Thinking, Data Interpretation, Attention to Detail
- **Communication & Creativity:** Content Writing, Team Collaboration, Creative Problem-Solving
- **Leadership & Project Management:** Time Management, Adaptability, Decision-Making

Education

M.Sc in Information Technology [Data Science] Maulana Abul Kalam Azad University of Technology CGPA: 8.51/10.0	08/2022 – 08/2024
Bachelor of Computer Application Techno India College of Technology DGPA: 8.21/10.0	08/2018 – 08/2021

Work Experience

Community Relationship Executive <i>Paradyes, Ahmedabad</i>	08/2024 – 12/2024
• Managed the campus ambassador program, led engagement, and performance tracking of ambassadors. • Analyzed campaign performance, ambassador impact, and engagement metrics for optimization. • Handled queries, ensuring a seamless customer experience. • Assisting content team in executing marketing campaigns, photoshoots, and video content.	
Content Writer <i>Freelancing, Remote</i>	12/2021 – 05/2022
• Researched and wrote structured reports on assigned topics, ensuring clarity and accuracy. • Developed well-researched content based on given subjects, maintaining a professional and data-driven approach.	

Academic Projects

Pizza Ordering Chatbot using AWS	• Developed a chatbot using AWS services (Lex, Lambda) to automate pizza ordering, enhancing customer experience through AI-driven interactions.
Customer Churn Prediction (using RFM analysis)	• Analyzed customer behavior with RFM segmentation and applied K-Means clustering & classification models to predict churn, improving retention strategies.

Certifications

- Developing Soft Skills and Personality from NPTEL (08-10/2018)
- Problem solving through Programming in C from NPTEL (01-04/2019)

Languages: English, Bengali, Hindi

Additional Information

- Workshop on Data Science, Machine Learning & AI, Digital Marketing
- Volunteering, Local Nonprofit Charity Organization.