

SURANJANA DEY

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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] 08/2022 – 08/2024

Maulana Abul Kalam Azad University of Technology CGPA: 8.51/10.0

Bachelor of Computer Application 08/2018 – 08/2021

Techno India College of Technology DGPA: 8.21/10.0

Work Experience

Community Relationship Executive 08/2024 – 12/2024

Paradyes, Ahmedabad

- 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 12/2021 – 05/2022

Freelancing, Remote

- 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.