

ARIJIT SARDAR

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· Kolkata

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CAREER OBJECTIVE

Results-driven and detail-oriented Business Analyst with hands-on experience in business intelligence, data visualization, and reporting. Proficient in tools such as Excel, SQL, Tableau, Power BI, and Python. Adept at uncovering insights through market analysis, performance tracking, and process automation to support strategic decision-making.

KEY SKILLS

Data Tools & Platforms: Advanced Excel | SQL | Tableau | Power BI (DAX) | Python (Pandas | NumPy |

Matplotlib | Seaborn) | **Data & Analytics Skills:** Data Cleaning | Data Visualization | Dashboards & KPIs |

Market & Performance Analysis | Statistical Analysis | Data Reporting | Process Optimization

Business & Functional Skills: Requirement Gathering | Stakeholder Management | Business Communication |

Documentation | Presentation Skills | **Core Competencies:** Problem-Solving | Critical Thinking | Strategic

Analysis | Decision-Making | Attention to Detail

WORK EXPERIENCE

Rupa and Company Limited | Kolkata

Jan '25 - Feb '25

Business Analyst Intern

- Automated sales data processing in Excel, reducing reporting time by **40%** and improving data accuracy.
- Identified key sales trends, leading to **15% better stock optimisation** for retail stores.

Cars24 | Remote

Jul '24 - Aug '24

Business Analyst Intern

- Analyzed 500K+** used car transactions, identifying **top-selling models, pricing patterns, regional pricing trends** to support strategic decision-making.
- Developed interactive dashboards, improving **decision-making speed by 30%** for market strategy teams.

PROJECTS

1. Superstore Sales Analysis

Tools Used: Excel (PivotTables, Conditional Formatting, Advanced Filters) | Tableau

- Analyzed **9,900+** sales records across 4 regions and 17 product sub-categories using Excel.
- Identified **top 5 profitable and 3 loss-making sub-categories**, revealing a **22% profit gap between regions**.
- Recommended **product mix optimization strategies**, with projected **15% increase in regional profit margins**.

2. Analyze the market trends of the Used Car Market from multiple geographies

Tools Used: Excel | SQL | Tableau

- Extracted and cleaned data of **50,000+** used car listings from multiple geographies using SQL and Excel.
- Conducted exploratory data analysis to uncover **regional demand, pricing trends, and model popularity**.
- Identified **top 10 car models** and uncovered **30%+ price variation across regions**, enabling dynamic pricing strategies.
- Built **interactive dashboards in Tableau** with filters, tooltips, and KPIs to support decision-making

CERTIFICATIONS

- Geodata Processing using Python and Machine Learning by **ISRO** - March 2025
- Tata Data Visualization: Empowering Business with Effective Insights **Job Simulation** on Forage - February 2025

EDUCATION

EIILM-KOLKATA

Aug '23 - Sep'25

MBA in Business Analytics and Data Science

ACHIEVEMENTS

- **Automated data analysis** in Excel, improving retail sales reporting efficiency at Rupa & Company Limited.
- Developed **interactive Tableau dashboards** and performed **EDA in SQL**, uncovering key market trends at CARS24.