

SANANDA SAHA

Kolkata, West Bengal, India

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DOB-21.06.1998

EDUCATION

Indian Institute of Social Welfare and Business Management **07 2023 – 05 2025**
*MBA in Business Analytics and System Management- **Percentage - 70%*** *Kolkata, India*

Techno India, Salt Lake **07 2017 – 06 2020**
*BBA - **Percentage - 69%*** *Kolkata, India*

West Bengal Council of Higher Secondary Education **2015 – 2016**
*12th - **Percentage - 64%*** *Nadia, India*

West Bengal Board of Secondary Education **2013 – 2014**
*10th - **Percentage - 79%*** *Nadia, India*

EXPERIENCE

Tata Consultancy Services, Kolkata **Feb 2021 - Jun 2023**

Role - Business Process Associate

- Conducted detailed financial analysis by organizing client files by time period and bank to identify trends and insights.
- Processed mortgage data to assess loan recovery, scheduled payments, and payoff statuses.
- Created comprehensive documentation in Excel, including trend analysis, charts, and graphs.
- Addressed and resolved client queries via calls, ensuring clarity and client satisfaction.

Canara HSBC Obc Life Insurance Company, Kolkata **Feb 2020 - Jun 2020**

Role - Sales Officer

- Promoted and sold insurance products through bank branches, targeting existing and walk-in customers.
- Built strong relationships with bank staff to generate leads and drive consistent sales performance.
- Educated clients on insurance solutions, handled queries, and ensured smooth policy issuance and after-sales support.

INTERNSHIP

The Right Doctors **Jun 2024 - Aug 2024**

Role - Business Analyst

- Business Analysis – Conducted in-depth analysis of business processes to identify improvement opportunities.
- Business Intelligence Report – Created BI reports to support data-driven decision-making across departments.
- Social Media and Google Analytics – Analyzed social media metrics to evaluate campaign performance and audience engagement.
- Zoho CRM Management – Managed and customized Zoho CRM to streamline sales tracking and customer relationship management.

Medica Superspeciality Hospital, Kolkata **Sept 2019 - Oct 2019**

Role - Audit Intern in Medical Records Department

- Assisted in auditing patient medical records to ensure accuracy, completeness, and compliance with healthcare regulations.
- Supported documentation reviews and helped maintain confidentiality and proper filing within the medical records department.

PROJECTS

Worldwide NeuroScience Key Opinion Leader Database [↗](#) | MS Excel

Sept 2024

- The Worldwide Neuroscience KOL Database is a vital resource for identifying top neuroscience experts, offering insights into their research, clinical work, and affiliations. It enables strategic collaborations and informed decision-making for innovation in neuroscience and improved patient outcomes.

Impact of Social Media on Consumer Behaviour and Brand Perception [↗](#) | SPSS

April 2025

- This project explores how social media influences consumer perceptions of brands and their purchasing decisions in today's digital age. It examines the impact of influencer marketing, user-generated content, brand engagement, and real-time communication on trust, loyalty, and buying behavior.

ERP Implimentation in Beverage Industry A Blueprint [↗](#) | Expand ERP

Nov 2024

- Worked on ERP implementation in the beverage industry, focusing on streamlining operations across procurement, production, and distribution. Developed a detailed blueprint outlining system integration, process mapping, and user training for successful ERP deployment.

TECHNICAL SKILLS

- Business Analysis, Business Solution
- MS Excel, MS Office, Google Sheet
- Power BI, Tableau
- SQL
- Power Point Presentation
- Google Analytics, AI
- CRM Tool (ZOHO)

CERTIFICATIONS

- Xcelerate Warrior- TCS
- Star of the month-TCS
- Excel Data Validation- Henry Harvin
- Data Visualization with Power BI- Great Learning