

ALAPAN BANERJEE

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PROFESSIONAL SUMMARY

An Aspiring Business Analyst skilled in Excel, Power BI, and Python, with strong analytical and problem-solving skills. Experienced in data analysis and visualization, delivering actionable insights to support data-driven decision-making.

TECHNICAL SKILLS

- **Programming Languages:** SQL (Primary), Python (Secondary)
- **Data Analytics Skills:** Data Analysis, Pattern Recognition, Data Cleaning
- **Data Visualization Tools:** Power BI, Microsoft Excel, Dashboard Creation
- **Business Intelligence:** Report Automation, Data Reporting, KPI Tracking
- **Soft Skills:** Adaptability, Active Listening, Teamwork, Time Management

PROFESSIONAL EXPERIENCE

Business Analyst Intern

Aug 2025 – Feb 2026

West Bengal Electronics Industry Development Corporation Limited

Aug 2025 – Feb 2026 | Kolkata, India

- Worked on analytics projects in the **Education sector and IOCL domain**, supporting data-driven decision-making.
- Gathered business requirements and translated them into analytical reports and dashboards.
- Used **SQL and Microsoft Excel** for data extraction, cleaning, and analysis to identify trends and performance insights.
- Developed interactive dashboards in **Power BI** to track KPIs and operational metrics.
- Automated recurring reports to improve efficiency and reduce manual effort.

KEY PROJECTS

Customer Retention & Sales Intelligence Dashboard

Aug 2025 – Nov 2025

Tools: Microsoft Excel, SQL, Power BI, Python

- Used **Microsoft Excel** for data cleaning, preprocessing, and exploratory data analysis using pivot tables and advanced formulas.
- Wrote optimized **SQL queries** to extract, filter, and analyze large datasets for KPI tracking and performance measurement.
- Applied basic **Python** for minor data transformation and validation to improve data accuracy.

- Designed interactive **Power BI dashboards** with slicers, filters, and drill-down features for executive-level reporting.
- Conducted customer segmentation and trend analysis to identify churn drivers and revenue growth opportunities.
- Delivered actionable insights to support customer retention and sales growth strategies.

Time-Based User Behaviour & Market Trend Analyzer

Mar 2025 – Jun 2025

Tools: Microsoft Excel, Power BI

- Analyzed time-based user behavior to identify engagement trends and peak usage periods.
- Structured and organized datasets for accurate analysis and reporting.
- Created interactive dashboards in **Power BI** to visualize user engagement metrics and market trends.
- Built Excel reports using pivot tables, charts, and KPI summaries for performance tracking.
- Performed trend, correlation, and anomaly analysis to identify potential risks and business opportunities.
- Provided data-driven insights to support strategic and product positioning decisions.

EDUCATION

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|---|----------------|
| • PGP + MBA in Business Analytics & Data Science | 2024 – Present |
| • Bengal Institute of Business Studies - VU - | 69% |
| • BBA in Finance | 2019 – 2022 |
| • Barrackpore Rastraguru Surendranath College - | 83% |
| • Higher Secondary (Class XII) (Commerce) | 2019 |
| • WBCHSE - Banamalipur Priyanath Institution | 72% |
| • Secondary (Class X) | 2017 |
| • WBBSE - Banamalipur Priyanath Institution | 47% |

CERTIFICATIONS

- Google Data Analytics Professional Certificate – Coursera (Focus on SQL & Data Visualization)
- SQL and Relational Databases 101 – Cognitive Class (IBM)

ACHIEVEMENTS

- Played in the Under-17 Cricket Association of Bengal (CAB) Tournament.
- Runner-up in OLE College Sports Competition.