



MAINAK DEY

DATA ANALYST



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Professional Summary

Business Analytics & Data Science MBA candidate with strong statistical understanding and hands-on experience as a Data Analyst Intern at Starapp Solutions, working on real-world data cleaning, analysis, and reporting. Proficient in Python, SQL, Excel, and Power BI, with a focus on converting raw data into clear business insights and actionable decisions.

Technical Skills

Tools: Python, MySQL, MS Excel, RStudio, Power BI.

Skills: Data Analysis and Interpretation, Machine Learning, Statistical Analysis, Data Storytelling.

Analytics Skills: Data Cleaning, EDA, Statistical Analysis, Predictive Modelling, Feature Engineering, Hypothesis Testing.

Experience

Data Analyst Intern | StarApp Solutions | Duration: 6 months

- Executed statistical analyses using t-test, z-test, and chi-square test to evaluate hypotheses, assess patterns, and generate actionable business insights. Leveraged Python (Pandas, NumPy, SciPy) to support data-driven decision-making across projects.
 - Carried out end-to-end data cleaning, transformation, and exploratory data analysis (EDA) on large datasets, created visual reports using Matplotlib/Seaborn, and enhanced data storytelling through dashboards; strengthened expertise in Python fundamentals, statistical modelling, and analytical problem-solving while delivering insights aligned with business objectives.
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Projects.

Developed a heart disease prediction, ROC-AUC, and Statistical Evaluation Metrics

- Python, Scikit-learn, Pandas, NumPy, Matplotlib, Seaborn.
- Collected, cleaned, and pre-processed medical data; Implemented feature selection and EDA to identify key predictors of heart disease.
- Built and evaluated a Decision Tree Classifier using Accuracy, Precision, Recall, and ROC-AUC, achieving a strong ROC-AUC score of 0.89.
- Applied train-test split, model tuning, and visualized insights using Matplotlib and Seaborn to differentiate healthy vs. at-risk patients.

Translated a 4-year volatile sales dataset into actionable insights using Power BI

- Power BI, DAX, Data Modeling.
- Designed a dynamic Power BI dashboard to analyze a 4-year multi-million-dollar sales and profitability dataset.
- Diagnosed major revenue volatility, identifying a peak of \$413M followed by a sharp drop to \$142M, along with a critical 2020 sales collapse.
- Formulated a data-driven recovery strategy recommending a shift from a declining B2B model to a high-growth WFH-as-a-Service model, supported by clear executive insights.

Performed RFM (Recency, Frequency, Monetary) analysis on customer transaction data to segment customers and support data-driven marketing decisions.

- Excel, Pivot Tables, Data Cleaning, RFM Scoring.
 - Cleaned and structured customer transaction data, preparing IDs, dates, amounts, and product details for analysis.
 - Computed Recency, Frequency, and Monetary metrics using Excel (PivotTables & formulas) and built a 1–5 RFM scoring model for customer segmentation.
 - Constructed an RFM dashboard and identified high-value, at-risk, and dormant segments to enable targeted retention and personalized marketing strategies.
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Education

Bengal Institute of Business Studies – VU | Sep 2024- Present | 78%

PGP + MBA - Business Analytics & Data Science.

Asutosh College | Aug 2020 – June 2023 | 69%

B.B.A

Higher Secondary School | May 2018 – May 2020 | 80%

Barasat Indira Gandhi High School (CBSE).

Secondary School | March 2018 | 72%

ST. Francis School, Guma (ICSE).

Certifications

IIT Kanpur: Machine Learning with Python.

Foundational machine learning concepts using Python.

WSCUBE TECH: Data Analysis using Power BI.

Excel and Power BI for interactive data visualisation.

Anand Jha: Master Data Analytics.

Data analysis using Excel.

Achievements

Designed a professional logo for a registered company, which is currently featured on their official website.