



PRAMIT KUMAR GUPTA



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Professional Summary

MBA-trained Data Science professional skilled in Python, SQL, and BI tools. Former Business Insights Analyst at PTW, driving strategic growth through data-driven insights and innovation.

Key Skills & Tools

Primary Tech Language – Python

Secondary Tech Language – SQL

Tools – Excel, Power BI, Tableau, My SQL, Jupyter Notebook, Office Package

Technical Competencies: Data Analysis & EDA, Data Visualization, Data Cleaning & Preprocessing, Quantitative & Root Cause Analysis, Machine Learning & Model Evaluation, Database Management (MySQL), Data Strategy & AI Fundamentals.

Core Competencies: Insight Storytelling, Data-Driven Decision Making, Market & Competitive Research, Business Process Mapping, Requirement & Solution Documentation, Strategic Planning, Stakeholder Collaboration, Critical Thinking & Problem Solving.

Soft Skills: Storytelling, Team Player, Adaptability, Team Management.

Experience

Business Insights Analyst

PTW – Business Excellence and QA

March 2023 – Jan 2024

Bangalore, Karnataka, India

- Performed data analysis and visualization using spreadsheets, SQL, and charting tools to uncover insights and support decision-making for a gaming company (PTW).
- Conducted volume and root cause analysis of gaming and technical issues, implementing data categorization and ticket management systems to improve resolution efficiency.
- Collaborated with cross-functional teams (DevOps, QA, Support Ops) and clients, developing Functional Requirement Documents (FRDs) to ensure project clarity and successful delivery.

Technical Support Associate

PTW – Player Support

March 2022 - Feb 2023

Bangalore, Karnataka, India

- Resolved diverse technical and gaming issues—including networking errors, IP conflicts, data migration challenges, and rollback processes—while delivering fast, accurate troubleshooting across both console and PC platforms in a high-pressure support environment.
- Leveraged MS Info, CBS logs, Zendesk, Confluence, and spreadsheets to analyze system data, manage tickets, and perform efficient root-cause troubleshooting, ensuring timely and effective resolution of client issues.

Internship 1– Data Analytics

STARAPP SOLUTIONS

May 2025 - October 2025

Vancouver, Canada, Remote

- Worked on end-to-end data analytics tasks including data collection, cleaning, preprocessing, exploratory data analysis (EDA), and building machine learning models using Python (Pandas, NumPy, Scikit-learn).
- Created clear visualizations with Matplotlib and Seaborn to interpret trends and evaluate model performance, gaining hands-on experience across the full data analysis and model evaluation workflow.

Internship 2 – Data Analytics

CODTECH IT SOLUTIONS

April 2025 - May 2025

Hyderabad, India, Remote

- Utilized Python for EDA, visualization, and machine learning; created interactive Power BI dashboards; managed data cleaning and structuring in Excel; and collaborated with cross-functional teams to apply data-driven insights for improved business decision-making and performance outcomes.

Projects

Twitter Sentiment Analysis

- Developed a machine learning–based Twitter Sentiment Analysis model using Python (NLTK, Scikit-learn, TF-IDF) to classify tweets into Positive, Negative, and Neutral categories, achieving high accuracy with a Linear SVM model.
- Implemented data preprocessing, EDA, and real-time prediction features, delivering a scalable system for public opinion analysis with visualizations built using Matplotlib and Seaborn.

Diwali Sales Analysis

- Analyzed Diwali sales data using Python to uncover key demographic and regional trends, including insights by gender, age group, occupation, and product category.
- Developed interactive Power BI dashboards to visualize sales performance and provide actionable insights for targeted marketing and product optimization.

Dashboards:

HR ANALYTICS

- Developed an interactive HR Analytics Dashboard using Power BI to visualize and analyze employee records, attrition rates, departmental trends, and salary impacts.
- Delivered real-time insights that empowered the HR team to implement targeted retention strategies, enhance employee engagement, and improve data-driven decision-making.

Unemployment Insights

- Analysed national unemployment trends using Power BI, developing interactive dashboards that visualized unemployment by age group, gender, and year, revealing key patterns such as high unemployment among the 25–34 age group, persistent gender gaps, and spikes in 2010.
- Generated actionable insights into labour market disparities, enabling policymakers, researchers, and workforce development teams to better understand and address unemployment trends.

Certifications

Machine Learning with Python - IIT Kanpur

Google Data Analytics from Coursera (8 certifications)

Education

Bengal Institute of Business Studies – Vidyasagar University	2024 – Present
PGP + MBA – Business Analytics & Data Science	76 %
Techno Main Salt Lake – MAKAUT	2020
B. TECH – Electronics and Instrumentation Engineering	69 %
Future Campus	2016
CBSE – Science – XII	57%
B.D.M. International	2014
CBSE – X	74%

Achievement

Cosplay Award – Kolkata Comic Con – Category Cosplay Winner,
Kolkata Comics Karnival – Category Honourable Mention, Group Cosplay 1st Runner-Up,
FIEM (Future Institute of Engineering and Management) – Cosplay Winner.

BIBS Achievements – Team Day Winner, Theme Day Winner, Startup Challenge First Runner-up, Aspire to Achieve Finalist, Passport Event Finalist.

