



PROSENJIT MITRA

Business Analyst

Contact

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Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/prosenjit-gbs>

Skills

- Customer retention
- SQL proficiency
- Dashboard design
- Performance metrics

Results-driven Business Analyst with a strong foundation in data analytics, statistical modeling, and quantitative analysis. Expertise in Python, SQL, and R, complemented by advanced statistical techniques such as time series analysis, regression modeling, and predictive analytics. Proven experience in developing robust forecasting models, churn prediction strategies, voice analytics, ESG metrics analysis, and performance optimization utilizing large-scale datasets. Adept at translating complex quantitative insights into actionable business recommendations and comprehensive technical reports that drive strategic decision-making.

Professional Experience

2025-04 -
2025-07

Sales Business Analyst Intern

Microtalk Communication, Kolkata

- Contributed to digital marketing and business analytics projects by analyzing customer behavior, forecasting trends, and evaluating campaign performance. Developed GA4 and Power BI dashboards to deliver actionable insights for strategic and operational decision-making.
- Created visual representations of data findings using various chart types for presentations to stakeholders.
- Gathered and documented requirements for projects.

Education

Expected
in 2026-07

Master of Business Administration: Business Analytics

Globsyn Business School - Kolkata, India

- Relevant Coursework: Business Forecasting, Data Mining, Statistical Analysis, Econometric Methods, Marketing Analytics, Quantitative Methods
- CGPA: 7.23/10.0

2022-06

Bachelor of Technology: Electronics and Communication Engineering

Bengal College of Engineering And Technology - Durgapur, India

- Python programming
- Business analytics
- Microsoft Excel
- Data visualization
- R
- Machine Learning
- Data integration
- Data architecture
- Speech recognition

ADDITIONAL INFORMATION

Languages: English (Fluent), Hindi (Fluent), Bengali (Native)

- Relevant Coursework: Data Structures, Algorithms, Signal Processing, Statistical Methods, Probability Theory
- CGPA: 8.45/10.0

2018-09

High School Diploma

JLSM D A V COLLEGE - Dhanbad, India

- Final Grade: 54.4%

2015-05

TATA DAV SCHOOL - Dhanbad, India

- 7.4 CGPA

ANALYTICS PROJECTS

Voice & Speech Analytics Project

- Analyzed customer call audio using speech-to-text and NLP to extract sentiment, emotions, keywords, and conversation insights.
- Enabled quality monitoring, risk detection, and agent training optimization through automated voice analytics.

Customer Segmentation Analysis

- Segmented customers using K-Means based on spending behavior, frequency, and engagement.
- Profiled segments with business-friendly labels to support targeted marketing strategies.

Customer Lifecycle Analytics Dashboard |

- Built end-to-end analytics pipeline (2023–2025) for acquisition, retention, and growth analysis.
- Applied churn prediction, regression, and time-series forecasting for Monthly Active Connections.
- Developed automated dashboards tracking KPIs such as CLV, CAC, retention, and ROI.

CERTIFICATIONS & TRAINING

Business Forecasting Certification – NPTEL (April 2025): Time series analysis, regression modeling, predictive analytics, ARIMA models, exponential smoothing, and statistical forecasting techniques for business applications