



PUJA BASU

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OBJECTIVE

Analyst fresher with hands-on experience in building interactive dashboards, automating data workflows, and maintaining high data quality and accuracy. Proficient in Business Analysis, Data Visualization, Data Cleaning. Strong ability to analyze business processes, generate actionable insights, and support data-driven decision making. Passionate about optimizing business performance and solve complex problems.

EDUCATION

PGP + MBA (Business Analytics & Data Science) , Bengal Institute of Business Studies	2024 - Present
Bachelor of Computer Applications (BCA) , Pailan College of Management & Technology	2016
ISC – Science (PCMB) , St. Thomas’ Girl’s School	2013
ICSE , St. Paul’s Boarding & Day School	2011

SKILLS

Technical Tools	Excel, Power BI, Looker Studio, MySQL
Programming	SQL, Python
Data Analysis	Data Cleaning, Data Validation, ETL, Dashboarding, Data Visualization
Soft Skills	Communication, Critical Thinking, Problem Solving

PROJECTS

Risk Analytics in Lending Built a predictive pricing and risk analysis model detect pricing inefficiencies and forecast optimal pricing strategies.

HR Analytics & Workforce Insights Dashboard Created a Power BI dashboard analyzing employee attrition, salary distribution, tenure, and demographics using data modelling and DAX to provide workforce risk insights.

EXPERIENCE

Data Analyst Intern July 2025 – Dec 2025
Shikkha Educational Advisory Solutions *Greater Kolkata*

- Analyzed large transactional and operational datasets to identify anomalies, trends, and performance indicators supporting business decision-making.
- Built automated dashboards and reports using Power BI, Looker Studio, Excel, and Google Sheets to monitor KPIs and operational metrics, improving reporting efficiency.
- Performed data extraction, transformation, and validation processes across multiple sources ensuring high data accuracy and integrity. Conducted exploratory data analysis on 17,000+ records to identify unusual patterns and performance gaps across enrollment pipelines.

Business Development Officer June 2018 – June 2024
The Royal Construction (TRC) *Kolkata*

- Validated and managed large volumes of customer and project data ensuring compliance with internal data quality standards. Conducted root-cause analysis on operational delays and inefficiencies, improving workflow.
- Developed structured reports and dashboards for management to monitor project progress, risks, and operational KPIs.
- Designed standardized operating procedures and quality scoring mechanisms to ensure accurate performance monitoring.

CERTIFICATIONS

- Machine Learning with Python – IIT Kanpur
- SQL and Relational Databases – IBM
- Business Analytics and Data Science – IBM

ACHIEVEMENTS

- Theme Day Winner (Presentation) – BIBS
- Top 50 Finalist – Passport Event (Group Discussion) – BIBS