



Susruto Dey



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Analytical professional focused on solving business problems through data. Experienced in transforming complex datasets into clear insights that support informed decision-making and performance improvement.

Key Skills & Tools

Tools: Python, R Studio, Power BI, MySQL, MS Excel

Other Skills: Data Analysis and Interpretation, Machine Learning, Statistical analysis, Storytelling

Experience Data Analytics Internship

Duration: 6 months Company: Star app Solutions

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- **Applied statistical techniques**, including *t-test*, *z-test*, and *chi-square test* to analyse datasets, validate hypotheses, and uncover key business insights using Python; contributed to data-driven decision-making through effective interpretation of results.
 - Worked across several data analysis initiatives involving data preprocessing, visualisation, and reporting; enhanced hands-on experience with Python basics, statistical measures, and analytical reasoning while providing insights that contributed to business goals.

Projects

Premier League 2020–21 Match Outcome Prediction Using Machine Learning

Tools Used: Python, Matplotlib & Seaborn, Hierarchical Clustering (dendrogram-based team grouping)

- **Built an end-to-end Premier League 2020–21 prediction model** using Python and machine learning, covering data preprocessing, feature engineering, and outcome forecasting.
- **Applied hierarchical clustering with a dendrogram to group teams by statistical similarity, identifying distinct performance patterns and tactical profiles across the league.**
- **Improved predictive accuracy by analysing key performance drivers such as goal difference, possession efficiency, attacking conversion, and defensive stability.**
- **Demonstrated strong problem-solving skills by diagnosing the mid-season performance collapse of a club, revealing how shifts in defensive structure, chance creation, and match momentum contributed to the decline.**
- **Delivered clear actionable insights from complex football data** showcasing strengths in sports analytics, pattern recognition, and strategic interpretation.
- **Evaluated multiple machine learning algorithms** and optimized hyperparameters to ensure a stable, high-performing predictive pipeline suitable for real-world sports analytics applications.
- **Designed intuitive visual dashboards and match-trend charts**, enabling quick comparison of team performance, momentum shifts, and prediction outcomes for clearer decision-making.

World Uber Data Analysis & Interactive Power BI Dashboard

Tools Used: Power BI

- **Showed where the money comes from** - I determined which types of vehicles (like Sedans or Bikes) brought in the most revenue.
- **Tracked success rate** - I figured out exactly how many rides were finished versus how many were cancelled or lost.
- **Checked service quality** - I calculated the average ratings given by both customers and drivers to see how good the service is.
- **Found the busy spots** - I identified the most popular locations where people start and end their rides.
- **Created flexible reports** - I built reports that let users instantly look at performance month-by-month or quarter-by-quarter.

Research Project on Netflix.

Tools Used: Excel, MS Word

- Conducted a market research project titled "Consumers' Perception Towards Netflix in Kolkata" using a structured questionnaire and snowball sampling method to survey 60 participants across the city.

- Analysis consumer behaviour, awareness, subscription patterns, viewing preferences, and satisfaction levels—finding 86.1% viewers aged 18–25 and 73% watching at night.
- Identified key insights: 91.9% awareness, 62.2% active subscriptions, 83.8% preference for thriller content, and a major awareness driver.
- Evaluated Netflix’s market potential and user loyalty, concluding high satisfaction (94.6%) driven by content variety and accessibility, while research limitations.

Education

PGP + MBA – Business Analytics & Data Science
Bengal Institute of Business Studies (VU) | 2024 – Present | 79%
Bachelor of Business Administration (B.B.A.)
Asutosh College | 2020 – 2023 | 66%
2018 – May 2020
ST. Lawrence High School, Kolkata (WBCHSE)
Higher Secondary | 2020 | 58%
Secondary School | 2018 | 43%
ST. Lawrence High School, Kolkata (WBBSE)

Certifications

- Machine Learning with Python – IIT Kanpur
- Master Data Analytics (Excel) – Anand Jha