

# Soumalya Sen

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## SUMMARY

Detail-oriented data professional with expertise in data science, analytics, and business intelligence. Skilled in SQL, Python, Power BI, and Tableau, with hands-on experience in data cleaning, data modeling, predictive analytics, and visualization. Adept at transforming complex datasets into actionable insights that drive data-driven decision-making and business strategy. Passionate about leveraging data to uncover trends, optimize processes, and support business growth. Seeking a challenging role in data analytics where I can apply my technical and business analysis skills to solve complex problems and deliver measurable outcomes.

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## PROJECTS

### Credit-Default-Prediction-and-Stock-Market-Risk-Analysis

[github.com/SenSoumalya/Credit-Default-Prediction-and-Stock-Market-Risk-Analysis](https://github.com/SenSoumalya/Credit-Default-Prediction-and-Stock-Market-Risk-Analysis)

- Mastered data cleaning, feature engineering, predictive modeling, and financial risk analysis techniques.
- Applied statistical measures and visualization techniques to inform financial decision-making.
- Skills & Tools :
- Data Preprocessing & Cleaning, Exploratory Data Analysis (EDA), Predictive Modeling (Logistic Regression, Random Forest), Statistical Analysis (Mean, Standard Deviation)
- Financial Metrics & Market Risk Assessment, Default Prediction, Market Risk Analysis
- Libraries: pandas, numpy, sklearn, matplotlib, seaborn

### New Wheels Case Study

- Analyzed declining sales and customer feedback issues for New Wheels using MYSQL to address business concerns.
- Organized and queried unstructured data to provide actionable insights and recommendations.
- Utilized visualization to enhance the Quarterly Business Report for leadership, highlighting key findings.
- Skills & Tools: SQL (Fetching, Filtering, Aggregation, Window Functions, Subqueries, CASE WHEN, Joins, Mathematical Calculations), Data Visualization

### FIFA Player Data Analysis (FIFA 2018)

- In this project, we will be looking at the player data provided by FIFA which contains information such as personal details, wages, physical attributes, technical skills, potential and their positional strengths. This is primarily data of FIFA 2018. Through this project, you will get a glimpse of insights behind the beautiful game and the kind of information and decisions a football manager goes through.
- Tools Used: Python, Excel, Power-BI

### Boston Condo Market Analysis using Tableau

- Conducted detailed analysis of the Boston condo market using Tableau, Excel, and SQL.
- Visualized market trends, price fluctuations, and demographic insights to assist real estate decision-making.
- Developed interactive dashboards and reports for stakeholders to facilitate data-driven strategies.
- Tools & Skills: Tableau, Excel (Data Analysis, PivotTables), SQL (Data Retrieval, Querying).

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## EDUCATION

### PGDM-Data Science and Business Analytics

Great Learning • Gurgaon, HR • 2024 • 2.97

- Strong foundation in Data Science and Business Analytics.
- Proficient in Power BI, Tableau, Python, and SQL for data visualization and predictive modeling.
- Completed projects on gold price forecasting, market analysis, and customer behavior prediction.

### Bachelor in Technology- Mechanical Engineering

Hooghly Engineering and Technology College • Hooghly, WB • 2021

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## CERTIFICATIONS

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### **Cognizant Artificial Intelligence Job Simulation**

Forage • 2024

- I completed a job simulation focused on AI for Cognizant's Data Science team.
- Conducted exploratory data analysis using Python and Google Colab for one of Cognizant's technology-led clients, Gala Groceries.
- Prepare a Python module that contains code to train a model and output the performance metrics for the Machine Learning engineering team.
- Communicated findings and analysis in the form of a PowerPoint slide to present the results back to the business.

### **PwC Switzerland Power BI Job Simulation**

Forage • 2024

- Completed a job simulation where I strengthened my Power-BI skills to better understand clients and their data visualization needs.
- Demonstrated expertise in data visualization through the creation of Power BI dashboards that effectively conveyed KPIs, showcasing the ability to respond to client requests with well-designed solutions.
- Strong communication skills reflected in the concise and informative email communication with engagement partners, delivering valuable insights and actionable suggestions based on data analysis.
- Leveraged analytical problem-solving skills to examine HR data, particularly focusing on gender-related KPIs, and identified root causes for gender balance issues at the executive management level, highlighting a commitment to data-driven decision-making.

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## COURSEWORK

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### **The Complete Microsoft SQL Server Course: From A to Z**

Udemy • 2024 • MySQL

- Create databases and tables using Microsoft SQL • Write UPDATE, SELECT, and DELETE statements.
- Write SQL Table Join Statements • GROUP By Clause and how to use it to put data in a group • Select records from tables.
- Integrate SQL Server into real-world applications, gaining the requisite experience for working in a team.

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## SKILLS

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Programming Languages:

- **Python** (Pandas, NumPy, Scikit-learn, TensorFlow)

- **SQL**

Databases:

- **MySQL** (Data Retrieval, Query

Optimization) Data Visualization &

Business Intelligence:

- **Power BI, Tableau, Excel** (Data Analysis, PivotTables), PowerPoint
- **Dashboard Development, KPI Tracking, Interactive Reporting**

Software & Tools:

- **Jupyter Notebook, MS Office Suite, KNIME, Google Analytics**

- Familiarity with **ETL Concepts** and **Cloud Services** (e.g.,

Azure, AWS) Business Analysis:

- **Requirements Gathering, Data Interpretation, Process Optimization**
- Effective **Stakeholder Communication** and **Client Needs Translation**
- Knowledge in **Financial Analysis and Risk Assessment**

Additional Skills:

- **Analytical and Problem-Solving Abilities**
  - Strong **Verbal and Written Communication**
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