# NAME: SAYELI CHAKRABORTY

**Email:** sayelichakraborty@gmail.com
**Phone:** 9831041480
**Address:** 60/133 Haripada Dutta lane, Jadavpur, Kolkata:700032
**Linkedin:** linkedin.com/in/sayeli-chakraborty-73a75460
**Github:** https://github.com/Sayeli

## SKILLS

1) Advance Excel
2) Machine Learning Algorithms
3) Reinforcement Learning
4) Deep Learning
5) Artificial Neural Networking
6) Convolution Neural Networking
7) Statistical Analysis required for Machine learning.
8) Power BI
9) Computer Vision(Learning)
10) NLP(Learning)
11) Tablue (Yet to start)
12) SQL (Learning)

## EDUCATION& CERTIFICATIONS

**Pursuing Online Specialization**
Deep Learning & NLP from INeuron

**Post Graduate Diploma**
Business Analytics
University, IISWBM
2018-19

**MBA Marketing**
Sikkim Manipal University,
2009-2011

**Bachelor of Hospital Management**
West Bengal University of Technology
2005-2008

**Certification**
Time Series in R
Udemy

**URL:**
https://www.udemy.com/certificate/UC-5IYKH86H/

**Certification**
Digital Analytics Foundation

## Summary

I have experience of working in the healthcare domain for 10 years. I am an aspirant Data Scientist. I have knowledge in Python, Machine Learning I also have the knowledge of Supervised, Unsupervised, and Recommendation System. I have sound knowledge in Statistics required for data Analysis. Also, I know Deep Learning: Neural Network, ANN, CNN, RNN using Keras, and TensorFlow.I also have the knowledge of Mysql. I have extensively worked in Power BI and also have studied Tableau. I am very passionate about my work and upgrading my skills on a continuous basis.

## Objective

I am very passionate about my work and upgrading my skills continuously. There are ways to predict the future with fewer errors. For that, we have to create the future or fine-tuning of it when the creation is happening. Learn the error and correct them. It's like checking the significance level every time. That should be the focus of our young generation also the education system.

## EXPERIENCE

**Sr Manager Digital Marketing and Analytics**

*KHIMJI JEWELLERS 2021(March-Present)*

Responsible for development of social media presence of the group and website development for the group. Data Analytics is required for the extensive research of the geography and marketing on digital media

**Social Media & Business Analytics (East)**

*NARAYANA HEALTH 2015 – 2020(August)*

1) Relevant experience in social media marketing across Facebook, Instagram and LinkedIn. Responsible for developing content strategy for both B2B and B2C. Responsible for relevant contact both for organic and paid reach, maintaining a monthly social media content strategy and calendar date wise across all platforms and posting creative which is aliened to the business objective of the company. The content strategy include posts which is relevant to the business as well as moment marketing. Periodical lead generation campaing as per the business need. Maintaining a monthly budget for social media optimization for more likes, shares and relevant leads. The entire strategy has always been developed by segmented data analysis of the targeted consumers based on their age, location, buying patter and other habits

2) Revenue tracking was a big challenge as it was all manual. Contact number was the only primary key for tracking a particular lead. Data visualisation was completely unstructured. Data was monthly more than 2 lakhs. In east. manual mapping was becoming impossible day by day. I introduced simple EDA and preprocessing of data using python basics then mapping of leads from digital to actual conversion and tracking. Revenue jumped exponentially because of proper mapping.

3) Digital Revenue Authentication was a challenge again as revenue was exponentially growing and audit issues where about to happen. Solved this authentication problem using date and time mapping of each leads and the entire journey using basic python techniques.(Pan India)

### Marketing Coordinator

*Fortis Hospital & Kidney Institute 2010 – 2015*

- Advance Excel for data tracking and data entry & Analyzing
- Optimized data collection procedures and generated reports on a weekly, monthly, and quarterly basis
- Organizing offline campaigns.
- CSR Activities

### Front office Executive

*Calcutta Medical & Research Institute 2008- 2009*