

## SNIGDHA CHAKRABORTY

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### Profile Summary

An Economics Post-Graduate demonstrating my passion, dedication and commitment to take up a career in Data Science. With a great blend of strong conceptual knowledge in statistics and machine learning techniques, I have dealt with complex datasets across various domains like E- Commerce, Banking Frauds, Science & Technology, and Business Strategy etc.

With 1 Year of training in the data science and analytics domain, under proper mentorship and guidance from experienced, I have acquired proficient skills around working on Statistical Analysis and Machine Learning Techniques.

I seek to work on profiles like Data Analyst, Data Research Analyst, Business Analyst, Data Scientist, with organizations which will provide me opportunities to demonstrate my skills and will challenge me every time on new projects to solve the new business problems.

### Work Experience

#### **Globsyn AI Workspace – Kolkata, India –May 2020 to September 2020**

##### **Quality Analyst**

- Various Forms of Data Annotation, Text Annotation
- Video Object Tracking
- AWS (Mturk, Sagemaker) Handling Experience

#### **Simplified Education- Kolkata, India –November 2018 to February 2019**

##### **Research Analyst**

- Handled Descriptive and Inferential Statistics using Advanced Excel and SPSS analysis tool.
- Experience in writing and providing plagiarism free content of reports and assignments for international clients on Business related topics such as SWOT Analysis, Porter's Five Forces Analysis, PESTLE Analysis, 3C Model, BCG Matrix, Time Management, Cost Management.

### Education

- MSc in Economics in 2018 from University of Calcutta with Percentage- 60
- BSc in Economics in 2016 from University of Calcutta with Percentage- 52.125
- Higher Secondary in 2013 from WBCHSE with Percentage- 65.8
- Secondary in 2011 from WBBSE with Percentage- 81.75

### Area of Expertise

#### **Business Statistics:**

- \*Graphical representation of Data
- \*Measures of Central Tendency & Dispersion
- \*Probability, Bayesian Theory
- \*Theory of Estimation and Testing of Hypothesis
- \*Analysis of Variance
- \*Regression Models

#### **Predictive Modelling with R:**

- \* R Essentials
- \*Data Handling in R
- \*String and character functions
- \*Overview of Analytics, Statistics & Machine Learning
- \*Linear & Logistic regression
- \*Clustering Concepts and Time Series Forecasting in R
- \*Decision Trees

#### **Data Science with Python:**

- \* Python data structure & their operations
- \*Python Essentials (Numpy, Pandas, Matplotlib)
- \*Data Manipulation & Visualization using Python
- \*Modeling on Linear & Logistic Regression
- \*Time Series Forecasting

#### **SQL Queries & RDBMS:**

- \*Relational Database Fundamentals
- \*Steps to Design Efficient Relational Database Models
- \*SQL Statements - DDL, DML, DCL, DQL
- \*Hands-on Exercises on Manipulating Data Using SQL Queries

## Certifications

- **Data Science with Machine learning** Certification Course from Ivy Professional School
- **Basic Problem Solving** Certification issued by Hackerrank.
- **Learning Excel: Data Analysis** Certification issued by NASBA

## Analytics-Project Details

*For an Auto Insurance company, predicted the conditions affecting customer lifetime value (CLV) using **R***

### Responsibilities:

- 1— designed a regression model in R to find out how and why the clv gets affected and how to tackle clv so that the company can benefit.
- 2— taking clv as the dependent variable developed the linear model
- 3— checked for model validation

*Project to predict the Customer Churn for a large Telecom service provider from India using Logistic Regression using **R***

### Responsibilities:

- 1— designed a Classification model using Logistic Regression in R to classify Churners
- 2— validation checking was done to measure the accuracy of the model for forecasting
- 3— used Decision Tree and Random Forest for the Churn analysis

*Project to forecast the future furniture sales based on current sales for a Superstore using Time Series Forecasting on **Python***

### Responsibilities:

- 1— Build an ARIMA model to conduct time series forecasting.

*Detection of Credit Card Fraud using **Python***

### Responsibilities:

- 1— built a classifier that can detect credit card fraudulent transactions.
- 2— used a variety of ML algorithms using Python to implement this model and also plotted the respective performance curves for the models. We learnt how data can be analyzed and visualized to discern fraudulent transactions from other types of data.

## Area of Expertise

### Dashboarding & Automation Using Advanced Excel:

- \*Sorting, Filtering, Advance Filtering, Subtotal
- \*Pivot Tables and Slicers
- \*Different Charts Graphs - Which one to use and when
- \*Vlookup, Hlookup, Match, Index
- \*Conditional Formatting
- \*Logical Operators & Functions - IF and Nested IF
- \*Data Validation
- \*Dashboard

### Data Visualization with Tableau

- \*Tableau Basics
- \*Working with Sorting and Filters
- \*Creating Dual Axis and Combo Charts
- \*Table Calculations, Calculated Field, Logical Calculations
- \*Date Calculations, Parameters
- \*Using Actions to Create Interactive Dashboards

## Hobbies & Interests:

Drawing, Watching Movies, Playing Video Games, Reading Comic Books, Learning Languages

## Personal Details:

**Date of Birth:** 4<sup>th</sup> April, 1995

**Gender:** Female

**Languages Known:** English, Bengali & Hindi.