

ANINDITA SEN

Middle Data Specialist

SUMMARY

Engineer with 4 years in IT, specializing in analytics, data visualization, and machine learning. Proven track record in Agile project execution and innovative solution design. Proficient in Power BI, Python, R, and various ML techniques. Experienced in database modeling and ETL processes, with certifications in Power BI Data Analyst and expertise in multiple data-centric tools. Skilled in optimizing workflows and algorithms for business intelligence across diverse domains.

TECHNICAL SKILLS

Main Technical Skills	Data visualization (4 yr.), Python (4 yr.), R, Power BI (4 yr.), Power Query (4 yr.)
Programming Languages	Python (4 yr.), R
Python Libraries and Tools	Matplotlib (4 yr.), NumPy (4 yr.), Pandas (4 yr.), PyTorch, Scikit-learn (4 yr.), SciPy (4 yr.)
AI & Machine Learning	NumPy (4 yr.), PyTorch, Scikit-learn (4 yr.)
Data Analysis and Visualization Technologies	Data Analysis (4 yr.), Data visualization (4 yr.), Logistic regression, Pandas (4 yr.), Power BI (4 yr.), SVM Classification
Databases & Management Systems / ORM	MySQL, Oracle Database, PostgreSQL, SQL (4 yr.)
Project Management & Administration	Marketing research
Third Party Tools / IDEs / SDK / Services	PowerPoint, Power Query (4 yr.)
Other Technical Skills	BI Reporting (4 yr.), KNN

WORK EXPERIENCE

Data Specialist, Data Accuracy and Automation Initiative

Duration: August 2023 - Present

Summary: Improved data processing workflow by designing data cleaning



protocols.

Responsibilities: Designed and implemented data cleaning protocols using power query, established best practices for data cleanliness, automated the ETL process, analyzed data sources, developed data flows, built models to support analytics, and collaborated for better asset maintenance strategies.

Technologies: Power Query, ETL Automation

Systems Analyst, E-commerce Retail Analytics and Correlation Study

Duration: April 2020 - March 2022

Summary: Conducted market campaign analytics and correlation studies for an e-commerce retailer.

Responsibilities: Conducted analytics on campaign effectiveness, created customer segments, developed KPIs, charts, and matrices, worked on clustering for sales correlation studies, and optimized data extraction processes.

Technologies: Power BI, DAX, Python (Pandas, Numpy, Scikit-Learn), Power Query

Assistant Systems Analyst, Data Visualization and Employee Churn Prediction

Duration: December 2018 – March 2020

Summary: Developed analytical tools to visualize data insights and predicted employee churn.

Responsibilities: Developed end-to-end analytical tools for data visualization, predicted employee churn using machine learning, assisted with Chatbot implementation, showcased spending against suppliers for spend optimization.

Technologies: Python (Flask, Pandas, Numpy, Scikit-Learn, SciPy, Py-Torch, Matplotlib), SQL, Dialogflow, ARIMA, Salesforce Optimization.

CERTIFICATION

- **PL-300: Microsoft Power BI Data Analyst Certification**
- **Udemy Certification on MongoDB, Tableau, and Deep learning using python**
- **Power BI Virtual Case Experience with PWC Switzerland**

