

# ANINDITA SEN

## 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.

### SKILLS

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

