

SOMESH BASAK

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Summary

A results-driven professional with a strong foundation in communication, research, and problem-solving skills. Adept at conducting strategic research projects, leveraging intuitive research techniques, and delivering insights aligned with high-quality standards. Seeking to contribute to impactful decision-making as a Market Research Specialist.

Technical Skills

Languages & Databases: Python (Pandas, Numpy, Seaborn, Matplotlib, Scikit-learn), SQL, MySQL

Visualization Tools: Tableau, Power BI, Alteryx

Research & Analytical Techniques: Intuitive and Systematic Secondary Research, Comparative Analysis, Trend Analysis

Platforms: Google Analytics, Shopify, Microsoft Office

Other Skills: Advanced Excel, Data Analysis, Market Research, Dashboard Creation, Storytelling, Business Communication

Work Experience

Akashichybes Pvt. Ltd. (Start Up)

Dec 2023 – Feb 2024

Data Analyst

Bengaluru, India

- Conducted strategic research projects to analyze agricultural commodity trends, enhancing lead generation by 30%.
- Applied intuitive research techniques to streamline data preprocessing, ensuring data accuracy and cleanliness.
- Delivered high-quality reports and dashboards, improving analysis efficiency by 25% and supporting strategic decisions.
- Used strong analytical skills to identify key market opportunities, driving a measurable increase in resource allocation effectiveness.
- Ensured all deliverables met stringent quality standards while fostering collaboration across teams.

Projects

Workplace Absenteeism Project

Mar 2024 – Apr 2024

Data Analyst

Bengaluru, India

- Conducted research on absenteeism patterns using advanced analytical and problem-solving techniques.
- Developed predictive models using Scikit-learn, achieving a 15% improvement in workforce planning efficiency.
- Created high-quality visual dashboards in Tableau, enhancing the visibility of absenteeism trends for HR teams.

Response Modeling for supermarket Marketing Campaign Project

Mar 2024 – Apr 2024

Marketing Analyst

Bengaluru, India

- Conducted detailed research to optimize marketing campaigns, improving strategic targeting by 22%.
- Leveraged technical skills and market research techniques to enhance campaign effectiveness and reduce costs by 15%.
- Delivered data-driven solutions for promotional offers, improving customer satisfaction and ROI.

Awards/Achievements

- Google Data Analytics, [Google](#)
- Foundational Micro-Credential, [Alteryx](#)
- Business Intelligence Analyst Course, [365 Careers](#)
- Machine Learning Fundamental Micro-Credential, [Alteryx](#)

Educations

University of Agricultural Sciences

Master of Business Administration in Agri-Business Management

Jan 2023 – Dec 2024

CGPA - 8.2

Dr. Rajendra Prasad Central Agricultural University

Bachelor of Science in Horticulture Sciences

Oct 2018 – Aug 2022

CGPA- 8.2

Keys Strength

- Proficient in communication and storytelling to present complex insights clearly.
- Strong analytical and problem-solving skills to drive strategic research outcomes.
- Skilled in conducting research using both systematic and intuitive techniques.
- Technical background in data analysis and marketing, ensuring actionable insights.
- Committed to maintaining high-quality standards in all research projects.