

CURRICULUM VITAE



ZEMI SEN

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CAREER OBJECTIVES:

A Business Analyst who loves exploring and solving complex real world problems. I recently completed my Post Graduation in Business analytics and Marketing worked on some amazing real world projects and problems. I'd love to combine my passion for learning data science and AI skills to continue building personalized products for people and also keen on working on some real world and challenging problems. I'm looking for an opportunity to utilize my acquired skills and training that I have gained from my master's degree and it will help the company and to my future peers to grow. I want my efforts to make a considerable difference to the company and help in their consequent success.

WORK EXPERIENCE:

Organization : Aludecor Laminations pvt ltd

Duration : 3rd May 2021 to Present

Location : Kolkata

Job role : Business Analyst

Description :

- Sales Data Analysis consist of evaluates and identifies trends in sales by analyzing Compiling, analyzing, and reporting targets to the sales team according to historical data using advance Excel and Tableau for Data representation. Monitoring and analyzing competitive activity, customer, and market trends. Providing actionable insights to guide the sales and marketing teams. Contributing to the development of sales plans and objectives.
- Data preprocessing to analysis for the better decision making for the organization that will achieve the organization's mission.
- Work side by side with a wide range of internal and external stakeholders across products, digital, marketing and analytics to influence the Customer Decisioning strategy by providing recommendations to solve complex customer problems
- Identify opportunities to drive value from the use of statistical models and insight within Customer Decision making
- • Deliver complex analyses (unexplored data systems, non-standard customer segmentations, multi-channel optimization, high monetary impact analyses and/or high exposure analyses)
- Ensure we use our library of analytical assets to effectively score and prioritise all our communications
- Analyze and identify opportunities to optimise our library of communications across all available channels to ensure we drive maximum value for our customers.

Organization : Foxin
Duration : 11th January 2021 to 28th April 2021
Location : Kolkata
Job role : Product Executive
Description :

- Online listing track record of e commerce sales making different dashboards for sales forecast, conceptualizing designing launching and constantly Focused on using consumer data and insights to transform marketing process, product assortment and customer experience,
- On the basis of market research and customer requirements and extensive competitive Analysis proposed end to end strategy of new products, focused on retention and client engagement.

Organization : Tradeindia
Duration : 23rd December 2020 to 7th January 2021
Location : WFH
Job role : Senior Executive
Description :

- I was working remotely to assist customer which includes creating awareness of our products, consultant business , giving advice for promotion ,generating leads and retaining customers.
- Fostered strong relationship with customers and strategic association to elevate brand awareness through cold calling

Organization : AASTHA REAL ESTATES
Duration : 16 months (4th September 2017 to 21st January 2019)
Location : Kolkata
Job role : JUNIOR CIVIL ENGINEER

Description :

- Used AUTOCAD to create many structural building ,Assist in field work for Support work , giving advice for merchandising talking with stakeholders for further business discussion , making different design using autocad and present them to business purposes

INTERNSHIP :

Organization : Bennett Coleman Co. Ltd. (Times of India)
Duration : 2 months (14st July 2020 to 25st August2020)
Location : Kolkata
Job role : Result and Market Development (inside sales)
Description :

- Tele sales intern where I was working remotely to assist customer which includes creating awareness of new offering , generating leads and retaining customers.
- Fostered strong relationship with customers and strategic association to elevate brand awareness through cold calling
- Awarded “outstanding performance” for consistently achieving sales target throughout 45 days .(target 10 I was achieved 13 including my personal connection)
- Provide outstanding customer service , receiving 96% in customer service feedback surveys
- Maintain accurate and attractive vendor connection ensuring strategic placement of products in order to make long term customer relationship.
- Assist up to the time when customer gets their daily newspaper in a fruitful way.

Organization : PCS Global pvt ltd
Duration : 2 months (3st June 2020 to 3rd august 2020)
Location : Kolkata
Job role : DIGITAL MARKETING
Description :

I was responsible for brand management , customer interaction ,making

poster and video for promotion through filmora .posting different attractive content on different social media to target our customer.

EDUCATION:

Examination/ Degree	Institution	Performance	Year of Completion
MBA (Business analysis, managerial business intelligence)	Institute of engineering management	CGPA= 9.25(till 3 rd semester)	2021
B tech (Civil Engineering) (WBUT)	Dr. Sudhir Chandra Sur Degree Engineering College	DGPA = 7.72	2017
Higher Secondary Education (12 th) (WBCHSE)	Riverthomshom Girls High School	Aggregate = 62%	2013
Secondary Education (10 th) (WBSE)	Riverthomshom Girls High School	Aggregate =71.5%	2011

PERSONAL PROFILE:

Date of Birth: 16th

March,1996 **Father's name:**

Dulal kumar sen

Sex: Female

Nationality: Indian

Language known: English, Hindi and Bengali.

Hobbies: Painting, cooking, fashion influencer

COMPUTER PROFICIENCY:

Programming Languages : Python jupyter notebook (numpy, pandas, matplotlib, seaborn, tensorflow) , R programming

Database Technology : SQL.

Data visualization : Tableau, Advance excel (data analysis)

Operating System : Windows-XP/7/8/10.

Office Tools : MS-Word, Advance MS-Excel, MS-PowerPoint.

✓ MACHINE LEARNING ALGORITHMS AND DEEP LEARNING

SOFT SKILLS:

- Very good logical and analytical skills
- Excellent in interpersonal and decision making ability
- Good Communication skills

CERTIFICATION:

Name of Organization	Training Title	Training Specifications
MSME TOOL ROOM KOLKATA (CENTRAL TOOL ROOM & TRAINING CENTRE)	AUTOCAD 2015 with 2D & 3D	Introduction , Format , Tools , Draw , Dimension , Modify , Parametric , Express
MSME TOOL ROOM KOLKATA (CENTRAL TOOL ROOM & TRAINING CENTRE)	3DS MAX	Introduction , Format , Tools , Draw , Dimension , Modify , Parametric , Express
NUSS, GOOGLE DIGITAL UNLOCKED	DIGITAL MARKETING	Introduction, the basic knowledge of SEO , the fundamentals of digital marketing by Google digital unlocked.
UNIVERSITY OF VIRGINIA (SPONSERED BY COURSERA)	MARKET ANALYSIS	Overview of descriptive, predictive and prescription analysis with live examples.
GUVI TECH DESERVE	PYTHON	Uses of different tools ,objective oriented programming using Scripting language SQL, Script editor by anaconda (jupyter Notebook)
COGNITIVE CLASS IBM SPONSERED	INTRODUCTION TO DATA SCIENCE	Basic overview of data science- " how does it work?"

TRAINING PROJECTS UNDERTAKEN/INDUSTRIAL VISITS IN B TECH:

Industrial training =

*Cousin associates

Projects =

*base isolation

*water distribution system

*g+6 storey building

DECLARATION,

I hereby declare that the information given above is true to the best of my knowledge and belief and can be supported with reliable documents when needed

Place: Kolkata

