

SUVRANIL CHATTOPADHYAY

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SUMMARY

Detail-oriented **Data Analyst** with expertise in **Business Analytics, Market Research, Statistical Analysis, and Data Visualization**. Skilled in **Python, SQL, Tableau, Power BI, Excel, and Statistical Modeling** to transform datasets into actionable insights. Experienced in **consumer research, market trend analysis, dashboard development, and stakeholder reporting**. Passionate about leveraging **data driven decision making** to optimize business performance and customer strategies.

PROFESSIONAL EXPERIENCE

ICICI Bank | Management Trainee

May 2026 – Present

- Learning **business lending processes** by **analyzing credit appraisal**, loan documents, customer onboarding, and compliance requirements.
- Gaining practical exposure to **financial data analysis, loan workflow understanding, risk assessment, and business process improvement**.

Motilal Oswal Financial Services Limited (MOFSL) | Sales Associate Intern

May 2024 – July 2024

- Analyzed **100+ client investment portfolios** and **monitored market trends** to support **investment recommendations**, contributing to the execution of a **₹50 lakh mutual fund investment** opportunity.
- Conducted **comparative analysis of 8+ mutual fund, evaluating returns, risk metrics, and market performance** to align recommendations with **client objectives** and risk profiles.
- Prepared **15+ MIS reports** by analyzing **client interactions, investment performance, and feedback data**, enabling senior managers to track key metrics and support data driven decision making.

SKILL SET

- **Data Analysis:** Excel (Pivot table, VLOOKUP, XLOOKUP) Python (Pandas, NumPy), SQL (MySQL)
- **Data Visualization:** Power BI (DAX, Power Query), Tableau
- **Statistical Analysis:** Hypothesis Testing, ANOVA, Chi-Square, Regression Analysis
- **Tools:** GenAI Tools (ChatGPT, Claude, Cursor), Automation Tools (Make.ai, N8N)
- **Soft Skills:** Data Storytelling, Problem Solving, Critical Thinking, Project Management

EDUCATION

Praxis Business School, Kolkata

July 2024 – April 2026

PGDM (Marketing & Business Analytics), 77.36%

Cyber Research and Training Institute, Burdwan

May 2021 – June 2024

Bachelors of Computer Application, 74%

PROJECT

Market Research & Consumer Insights – Beverage Industry

- **Objective:** Conducted **primary research** with **346 consumers** to evaluate brand **awareness, trial, repeat purchase, and loyalty** across **3 leading cola brands**.
- **Approach:** Analysed **10+ consumer behaviour variables**, including **usage frequency, purchase drivers, packaging perception, and brand preference** using **Excel and Power BI**.
- **Result:** Identified that **70%+ of respondents** preferred **Coca-Cola and Thums Up**, while **taste and availability** emerged as the top **purchase drivers**, providing recommendations for targeted marketing and brand positioning.

Market Research & Competitive Analysis – Head & Shoulders

- **Objective:** Evaluated the **competitive positioning** of **Head & Shoulders** by analysing its **marketing strategy** against **4 leading shampoo brands**.
- **Approach:** Conducted **secondary research** using **10+ credible industry sources** to assess the **marketing mix (4Ps), product life cycle, customer segmentation, positioning, and SWOT analysis**.
- **Result:** Identified **5 key competitive strengths** and **4 growth opportunities**, recommending **data-driven strategies** to enhance **brand positioning** and **market competitiveness**.

Automotive Sales Performance and Customer Insights Analysis (Python, Tableau)

- **Objective:** Analysed **5000+ automotive sales records** to evaluate **customer purchasing behaviour, regional performance, and vehicle sales trends**.
- **Approach:** **Cleaned and transformed data using Python (Pandas)** and developed **6+ interactive Tableau dashboards** to track **10+ business KPIs** across regions, customer segments, and vehicle categories.
- **Result:** Identified **top-performing regions** contributing **35%+ of total sales, seasonal demand patterns, and high-value customer segments**, enabling **data-driven sales and retention strategies**.

CERTIFICATIONS

Google Data Analytics Professional Certificate (Coursera)

- Developed hands-on expertise in **data cleaning, exploratory data analysis (EDA), SQL, spreadsheets, and Tableau** to transform raw data into **actionable business insights**.
- Applied analytical techniques to create **interactive dashboards, generate data-driven reports, and communicate insights effectively** to support **business decision-making and problem-solving**.

LEADERSHIP

- Contributed as a **core member** of **Ambit Club**, organizing **AI-driven Ad Making** competitions and **Marketing Quiz** events to promote innovation, Creativity and Student Engagement.