

NAYANA DUTTA

MBA in Business Analytics & Data Science (Graduating Jul 2026)
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PROFESSIONAL SUMMARY

Aspiring Business Analyst with practical experience in SQL, Power BI, Python, and FMCG customer analytics. Built data-driven projects involving CLV analysis, RFM segmentation, KPI dashboarding, and revenue optimization, supported by internship experience in business intelligence and strategic analytics.

INTERNSHIP EXPERIENCE

mjunction services limited (mjPROConnect) · Sales Analyst Associate

- Extracted and cleaned a 1.27 lakh-row supplier database from mjunction's Jaspersoft BI system using Advanced Excel (VLOOKUP, COUNTIF, conditional filters), removing duplicates, invalid GSTINs, and incomplete profiles – reducing the dataset to 5,000 qualified leads.
- Applied 4-stage multi-criteria filtering (category relevance, buyer alignment, tender activity, contact validity) to narrow 5,000 leads down to 444 high-potential target suppliers – a 0.36% precision hit rate used to guide all sales outreach.
- Mapped buyer demand against supplier availability across categories, identifying the Top 10 'sweet-spot' categories with the strongest tender activity and lowest supplier competition – directly informing the mjPROConnect growth roadmap.
- Designed 6 scalable growth strategies (webinars, referrals, free preview, BPO partnerships, field sales, renewals) projecting a pathway to ₹1 crore revenue within 6 months, each with detailed financial modelling (CPA, conversion rates, monthly ROI).

Practo Technologies Pvt. Ltd. · Data Analyst Intern

- Performed end-to-end EDA on health and demographic datasets to identify common clinical traits leading to heart disease, using Python (Pandas, Matplotlib, Seaborn).
- Engineered derived features from raw clinical variables to improve signal quality for downstream analysis; designed dashboards to communicate findings to both clinical and non-clinical stakeholders.

London Academy of IT Limited · Data Analyst Intern

- Downloaded and analysed website visitor data from Google Analytics to generate insights on user engagement patterns and identify drop-off points in the acquisition funnel.
- Created interactive Power BI dashboards visualising key performance metrics (traffic sources, session duration, conversion funnel) to support data-driven marketing decisions.
- Developed a predictive ML model to forecast website visit volumes, enabling the marketing team to optimise campaign scheduling and budget allocation.

PROJECTS

SQL-Based Customer Lifetime Value & RFM Segmentation Analysis for Coca-Cola | SQL May 2026

- Developed a Postgre SQL-based customer analytics project using PostgreSQL for FMCG beverage transaction analysis.
- Performed Customer Lifetime Value (CLV) analysis and RFM segmentation to identify loyal and at-risk customers.
- Generated business insights on revenue trends, product performance, and customer purchasing behavior for retention and revenue optimization.

Cake Bakery Analysis | R · PCA · Data Visualisation Jun 2025

- Applied Principal Component Analysis (PCA) in R to a cake bakery dataset to reduce dimensionality and identify the most influential variables differentiating product performance and customer segments.
- Generated biplots and scree plots to visualise component loadings; findings provided actionable direction for product development and marketing positioning strategies.

Blinkit Warehouse Analysis | Python · K-Means · Geospatial Analysis May 2025

- Built a K-Means clustering model using population density, geolocation coordinates, and existing warehouse coverage data across the Dhanbad region to identify underserved high-demand zones.
- Applied the Elbow Method to determine optimal k=3 clusters; predicted 3 new warehouse locations (Jharia, Sindri, Sijua) that fill existing coverage gaps in densely populated areas.
- Visualised results with geospatial maps overlaid on area grids, clearly showing current coverage gaps vs. proposed sites – output used to demonstrate data-driven infrastructure planning for Blinkit's quick-commerce model.

Power BI Superstore Sales Dashboard | Power BI · DAX Jan 2025

- Built a fully interactive Power BI dashboard analysing regional sales performance, profit margins, and customer segment trends across multiple product categories.
- Developed DAX measures for YoY growth, segment-level profit margin, and regional sales share – enabling business teams to identify underperforming categories at a glance.

SKILLS

Languages & Tools: Python · SQL · R · Power BI · Tableau · Advanced Excel · Google Analytics · DAX · Power Query
Analytics & ML: EDA · Data Cleaning · K-Means Clustering · PCA · Logistic Regression · Predictive Modelling · KPI Analysis · Dashboard Development · Statistical Analysis
Business Skills: B2B Sales Analytics · Data Storytelling · Growth Strategy Modelling · Market Research

CERTIFICATIONS

- Data Analytics & Visualization – IIT Roorkee (Oct 2024)
- Data Visualization: Empowering Business with Effective Insights – TATA Forage (Feb 2025)
- Data Analytics Job Simulation – Deloitte (May 2025)
- Application and Pitfalls of Data Analytics – MUMA College of Business, University of South Florida, USA (Jul 2025)

EDUCATION

EIILM, Kolkata 2024 – 2026

MBA – Business Analytics & Data Science

BBMKU, Dhanbad 2019 – 2022

B.A. – English Honours | CGPA: 7.09