

SWAGATA KUNDU

Monetizing Data

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EXPERIENCE

Graduate Research Assistant - Predictive Modeling

Institutional Effectiveness and Research, Texas A&M University

📅 March 2017 - Ongoing

📍 Commerce, TX

- Using statistical modeling, we were able to increase student enrollment by 11% as compared to the yearly incremental lift of 4.2% from admitted to enrolled.
- Conducted a 5 year analysis on the CBE business model at Texas A&M University to understand the cost implications of getting a program up and running and identified a break-even point for profitability.
- Using Ensemble modeling to identify student at risk of dropping and loan defaulter, predicted student performance (Grades, GPA) in order to improve student access and success.
- Proposed a new scholarship awarding policy based on high school percentile which would increase the student retention from 74% to 81% than test scores alone. This proposal was backed by our statistical analysis showing high significance level (p -value < 0.05) for high school percentile and other research papers showing similar results.
- Performed a comparative analysis of student behavioral pattern using progression metrics between CBE and non-CBE student population.

Workforce Management Analyst

Donlen Corporation

📅 Dec 2015 - Dec 2016

📍 Chicago, IL

- Mined historical call volume data, analyzed productivity, call abandonment rates and call variance to identify patterns for call surges.
- Developed daily and monthly call forecasting model and optimized staffing levels to lower call abandonment rates and call surges.
- Produced schedules needed to satisfy interval forecasts and analyze requests for schedule adjustments, maintaining an appropriate balance between business and employee needs.
- Assisted with special projects and other duties as assigned.

Marketing Analyst

AQL Technologies

📅 March 2015 - Nov 2015

📍 Chicago, IL

- Consolidated and analyzed data on consumers, competitors and market place and derived actionable insights using statistical tools and then formulated reports and presentations for business communication.
- Provided competitive analysis on various companies' market offerings, identify market trends, pricing/business models, sales and methods of operation to predict how products and services will fare in the marketplace.
- Using RFM modeling techniques, identified potential and non-potential consumers and implemented target marketing and customer segmentation strategies to increase profitability.

EDUCATION

M.S. in Business Analytics

Texas A&M University

📅 Jan 2017 - Expected August 2018

MBA in Human Resource Management

NMIMS University

📅 Jan 2009 - Dec 2011

B.S. in Biotechnology






DAVV University

📅 July 2005 - October 2008

CERTIFICATIONS

- 🌟 **Udacity Inc.**
Business Analyst Nanodegree
- 🌟 **Coursera Inc.**
Strategic Business Analytics Specialization
- 🌟 **Coursera Inc.**
Business Metrics for data driven companies

SKILLS

Data Analysis 
Statistical Modeling 
Predictive Analytics 
Optimization Analysis 
Data Visualization 

LANGUAGES & TOOLS

R 
SQL 
WebFocus 
Alteryx 
Tableau 

AWARDS

- 🏆 **Institutional Effectiveness and Research - TAMUC**
Awarded for best innovation showcase for Fall 2017
- 🏆 **Provost & Academic Affairs - TAMUC**
Award for superior work excellence for Summer 2017

Business Analyst

Wani Technologies

📅 Jan 2012 – Aug 2014

📍 Pune, India

- Ensured compliance with established internal control procedures by examining records, analyzing reports, operating practices, and documentation.
- Reviewed and analyzed special reports, summarizing information, identifying trends to assist management in making informed decisions.
- Assisted finance department for annual budget preparation, scheduling expenditures; analyzing variances; initiated corrective actions which helped business to achieve financial objectives.
- Assisted leadership team in developing and establishing standards and procedures and helped in promoting process improvement.

CONFERENCE PRESENTATIONS

- Kundu, S., Rivers, C., Gibson, S. (2017, November). A review of predictive modeling in Higher Education: Impacts on organizational efficiency and effectiveness. Presented by S. Kundu at the 2017 Pathways Annual Research Symposium, Stephenville, TX.
- Kundu, S., Rivers, C., Gibson, S. (2018, March). Institutional Intelligence: Using Predictive Analytics for Student Success. Presented by S. Kundu at the at the 2018 Texas Woman's University Graduate Student Research Symposium, Denton, TX.
- Kundu, S., Rivers, C., Gibson, S. (2018, April). A Comparative Analyses of Student Characteristics and Progression Metrics in CBE and non-CBE Programs. Presented by S. Kundu at the 2018 A&M-Commerce Annual Research Symposium, Commerce, TX.

HONOR SOCIETY



Phi Kappa Phi

Recognized as a top 10% among graduate students for academic excellence



The National Society of Leadership and Success

Recognized for good academic standing and leadership potential.