

Swagata Kundu, MSBA

Dallas, Texas
(224) 806-5470
swagatakundu31@gmail.com
linkedin.com/in/swagatakundu

Business Analyst with over 5 years of experience in customer centric business processes, analyzing business operations and extracting actionable insights to drive informed business decisions. Got the opportunity to work with leadership team in formulating targeted marketing strategies and achieved milestones in improving student access & success in niche university level programs using Analytical skills and knowledge. Possess Certifications in Strategic Business Analytics along with volunteering in "Alteryx For Good" community in DFW. My interest strongly lies in customer focused analytical roles where I can utilize my relevant skillsets to achieve business goals.

PROFESSIONAL EXPERIENCE

Institutional Effectiveness & Research/ICBE, Texas A&M University
Graduate Research Assistant

Commerce, TX
March 2017 – Present

- Developed data driven enrollment trend analysis for University level programs by analyzing student data using WebFocus tool which assisted in decision making for enrollment strategies for over 13K students.
- Worked collaboratively with technical and leadership team and developed predictive model using WebFocus R-Stat for student enrollment, retention, graduation and attrition rates to improve student access and success with an accuracy rate of 73%.
- Conducted break-even point analysis for profitability for the Competency Based Education(CBE) business model of Texas A&M University on 5 years of historical data demonstrating that program will break even after 5th year of operation.
- Provided training on Predictive Analytics using WebFocus R-Stat to 8 team members to build predictive models, use reports, dashboards, and ensure proper usage of data.
- Developed ad-hoc reports and built comparative analysis of student characteristics and progression metrics in CBE and non-CBE programs identifying that CBE students graduates at a 17% faster pace.
- Built data driven dynamic dashboard for comparing CBE and traditional programs using key metrics like enrollment, demographics, retention, graduation and attrition rates to understand the performance, similarities & dissimilarities and identified areas of improvement within the programs.
- Developed variety of student tracker search reports for National Clearing House.
- Gathered disparate data from different sources to develop datasets suitable for longitudinal studies and supporting informed decision making. This required mining internal data from Banner and created and maintained crosswalk to bridge data from legacy to the current reporting systems.

Donlen Corporation
Workforce Management Analyst

Chicago, IL
December 2015- December 2016

- Worked on developing Call Forecasting models to predict call surges and lower call abandonment rate.
- Used Optimization analysis for producing schedules to satisfy interval forecast and schedule adjustments using Excel and Auto-Integrate tool.
- Tracked and analyzed call arrival patterns and monitored real time queue activity to ensure requirements are optimized to achieve service level goals.
- Reviewed and analyzed statistics for daily calls, surges and identified surge issues and trends, and recommended solutions.

AQL Technologies
Marketing Analyst

Chicago, IL
March 2015- November 2015

- Performed market and competitor analysis including market size, trends, growth, and segmentation.
- Build quantified models of addressable market by segment, including monetization potential.
- Manipulated and analyzed multi- dimensional data sets using SQL and regular expressions.
- Measure brand performance based on multiple criteria, information sources, and data points and communicated those key insights to brand managers with actionable suggestions.

Wani Technologies
Analyst I

Pune, India
January 2012- August 2014

EDUCATION

TEXAS A&M UNIVERSITY

COMMERCE, TX

Master of Science in Business Analytics, August 2018

- GPA: 4.0/4.0
 - recognized in top 10% graduate students for academic excellence and leadership potential.
 - Member of Honor Society Phi Kappa Phi and The National Society of Leadership and Success.
 - Won 3rd place at the 2018 Google Analytics Competition organized by the Texas A&M University-Commerce Department of Marketing and Business Analytics.

NMIMS UNIVERSITY

MUMBAI, INDIA

MBA in Human Resource Management, January 2011

- GPA: 3.61/4.0

DAVV UNIVERSITY

INDORE, INDIA

Bachelor of Science in Biotechnology, October 2008

- GPA: 3.81/4.0

SKILLS

- Proficient in using Advanced Analytics, & BI Tools like Alteryx, WebFocus (AppStudio, InfoAssist, R-Stat), Building Predictive Models and Data Visualization tools like Tableau and WebFocus InfoAssist.
- Moderate knowledge of SQL and Statistical tools like R, Focus.

ANALYTICAL CERTIFICATIONS

UDACITY INC.

CA, USA

Business Analyst Nanodegree

COURSERA

CA, USA

Strategic Business Analytics

COURSERA

CA, USA

Business Metrics for Data Driven companies

VOLUNTEERING EXPERIENCE

In April 2018, volunteered at Commit Partnership Company, Dallas with their Data Analytics projects using Alteryx that had automated large processes and small ad hoc requests at the organization.

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.