

BHASKAR KUMAR PATHAK

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EDUCATION

Cambridge Institute of Technology, Ranchi

B.Tech in Computer Science Engineering

8.83 CGPA

2020 - 2023

Government Polytechnic College, Latehar

77.44 Percentage

Diploma in Computer Science Engineering

2017 - 2020

St.Louis High School, Ranchi

70.40 Percentage

Matriculation (JAC)

2017

TECHNICAL SKILLS

PYTHON: Pandas, NumPy, SciPy, Matplotlib

SQL: SQL Server, MySQL, PostgreSQL

EXCEL: VLookup, XLookup, Conditional Formatting, Pivot Tables

BI TOOLS: Microsoft PowerBI, Tableau

EXPERIENCE

Hindustan Unilever

Ranchi, Jharkhand

June 2023 - December 2023

- Exceeded sales targets in Dumka and Ranchi territories, driving 10 Percentage market growth through strategic campaigns and strong distributor relationships.
- Led successful product launches by analyzing market trends, while providing training and support to the sales team.
- Resolved customer issues promptly, ensuring high satisfaction levels and optimizing operations cross-functionally.
- Represented Hindustan Unilever at industry events and community outreach programs, enhancing brand presence and reputation.

ePointer Consultancy Services(Internship)

Gurugram, NCR

June 2022 - September 2022

- Full Stack Application development using Asp.Net (C), CSS, JS and MS SQL Server.
- Spearheaded a comprehensive College ERP internship, taking charge of optimizing and streamlining operations within the Training and Placement Cell to enhance efficiency and effectiveness in managing student placements.

CERTIFICATIONS

Linkedin Learning (Data Analyst)

Certificate ID: 6098195fd9c632ce5bb8afd039068144ecaebac324c287af241f0ad4d8341429

- Completed certification in advanced data analytics and business analytics proficient in extracting actionable insights using various BI tools.
- Skilled in utilizing visualization tools for comprehensive data analysis demonstrated expertise in interpreting complex data sets to drive informed decision-making emphasized efficiency and best practices in software development throughout the certification program.
- Learned innovative solutions for data visualization and reporting, enhancing decision-making processes.

PROJECTS

Retail Insight and Performance Enhancement Project: Unilever Sales Analytics

Microsoft Excel

- Led a comprehensive data analysis project at Hindustan Unilever using Microsoft Excel, where I identified shops not purchasing company products, met daily target shops including Fancy (cosmetics), Grocer Next (groceries), and Uni Care (medical products), analyzed trade across various channels and categories, utilized pivot tables to identify top 10 purchasing shops and areas of growth, conducted step and beat analysis, and tracked sales records of both salesmen and distributors to ensure target completion and optimize performance.

Emotion Based Music Recommendation System

Python, OpenCV, Flask

- Played a significant role in developing an emotion-based music player, leveraging Python as the primary programming language and utilizing OpenCV for advanced image processing and facial recognition to enhance emotion analysis.
- Collaborated on integrating OpenCV into the music player's backend, enabling nuanced emotion detection through facial expressions, and optimized algorithms to inform the machine learning-based music recommendation system.