

# Rupesh Biswas

[rupeshbiswas1997@gmail.com](mailto:rupeshbiswas1997@gmail.com) | +91-9933260274 | [LinkedIn](#) | [GitHub](#)

## WORK EXPERIENCE

- **Senior Business Analyst – Soroco** Jul 2023 – Current
  - Developed and maintained 10+ Power BI dashboard using relational databases to ingest data, supporting business reporting and analytics across customers in FMCG, Banking and Manufacturing industries.
  - Designed and deployed plug-and-play Power BI dashboards for use cases like Email analysis, Document analysis and Work Intensity. Implemented accurate dimensional modeling, and DAX formulas to efficiently analyze large-scale datasets, reducing analysis turnaround time from 14 days to just 3 and significantly reducing manual effort for analysts.
  - Built an optimized Dashboard in QlikView using optimized SQL-based data ingestion pipelines with complex CTEs, window functions, and joins to handle high-volume enterprise data achieving a 40% reduction in data load time.
  - Automated data extraction using Python to parse HTML DOM and JSON structures, transforming raw data into clean, tabular format for seamless integration with BI tools.
  - Collaborated directly with customers understand business needs and analyze data requirements, performing EDA and translating insights into effective data models and actionable visualizations.
  - Created a React-based website to integrate Power BI to showcase product capabilities, improving client demo efficiency.
  - Continuous collaboration with product and engineering team to understand new features, provide feedback, and raise and track feature requests based on customer inputs. Also conducted thorough testing prior to release to ensure functionality and quality.
- **Business Analyst – Soroco** Jan 2022 – Jul 2023
  - Automated alert-to-ticket workflows with serverless Azure functions and Python, integrating Datadog and Azure DevOps.
  - Led the trial phase of sales cycle by onboarding and delivering analytics solutions for 6+ enterprise customers, demonstrating product value and driving successful client engagement.
  - Supported presales efforts by conducting competitor analysis and creating objection handling decks.
  - Led the implementation of the learning management system for partner and customers to enable self-paced product education and onboarding.
- **Associate Product Manager – Collegedunia** Nov 2020 – Dec 2021
  - Spearheaded the end-to-end lifecycle of multiple website features, including drafting PRDS for key initiatives such as the migration to React, currency switcher, Q&A page, and the college news page.
  - Prioritized the product roadmap using data-driven insights, gathered user feedback through direct customer and content team interactions, and collaborated with engineering to design, test, and release impactful features.
  - Built the product roadmap for Collegedunia mobile app from scratch, increasing DAU by 20%.
- **Data Analyst - Collegedunia** Jul 2019 – Oct 2020
  - Developed traffic analytics reports using Google Analytics and Looker Studio for leadership reporting.
  - Identified and resolved SEO issues, including 404 pages and link-building errors using Screaming Frog for improved search rankings.
  - Contributed to the development of a notification dashboard, enabling the content team to receive timely exam and college updates and publish relevant articles.

## SKILLS

- **Programming:** Python (Pandas, Polars, Selenium), SQL (PostgreSQL), JavaScript, Docker, PySpark, Advanced SQL, Git
- **Databases:** PostgreSQL, MongoDB
- **BI Tools:** Power BI, QlikView, Looker Studio (Google Data Studio)
- **Cloud:** GCP, AWS, Serverless Computing, Terraform
- **Web Development:** React, Next.js, Tailwind CSS, HTML, CSS, Google Analytics
- **Others:** Product Management, SEO, Scrum (PSM I), JIRA, Wireframing, MS Office Apps, Balsamiq, Adobe XD

## EDUCATION

- **National Institute of Technology, Durgapur** Jul 2015 – May 2019  
Bachelor of Technology in Metallurgical & Materials Engineering

## **TECHNICAL PROJECTS**

- **Indian Accident Analysis Data Pipeline**

A data pipeline built on Google Cloud Platform (GCP) to analyze road accident trends in India. Apache Airflow monitors for new data entries in a source Excel file by comparing the latest records with those in BigQuery. When new data is detected, Airflow triggers a Spark job on Google Dataproc to process, partition, and transform the data, which is then stored as Parquet files in Google Cloud Storage. The processed data is loaded into BigQuery, and interactive dashboards are created in Looker Studio for analysis and visualization.

Tech: Apache Airflow, Google Dataproc, Google Cloud Storage (GCS), Google BigQuery, Terraform, Google Looker Studio

Link: [Click here](#)

- **Kafka and PostgreSQL Integration Data Pipeline**

A real-time data pipeline built using PostgreSQL, Confluent Kafka, and Avro. Mock e-commerce events are generated every 2 seconds using Python and inserted into PostgreSQL. A Kafka producer reads the new records from PostgreSQL, serializes them using Avro, and publishes them to Kafka topics. The data is then streamed into MongoDB using Confluent Kafka's MongoDB sink connector. Dashboards are built on top of MongoDB for visualization and analysis.

Tech: PostgreSQL, Confluent Kafka, Avro, MongoDB, Python, Docker

Link: [Click here](#)

- **Snippets**

A web application that enables quick and seamless sharing of short text notes across devices. Built with a focus on minimalism and speed, it uses PostgreSQL as the backend and a modern React-based frontend.

Tech: Typescript, React, Nextjs, Tailwind CSS, Prisma, Postgres

Link: [Click here](#)

- **Discuss**

A community-driven Q&A platform inspired by Reddit, allowing users to post topics and ask questions to engage in threaded discussions. Built for simplicity and responsiveness.

Tech: Typescript, React, Nextjs, Tailwind CSS, Prisma, Postgres

Link: [Click here](#)

- **Jbook**

A web-based notebook environment inspired by Jupyter Notebooks, allowing users to write and execute JavaScript code in interactive cells with real-time output rendering. Also supports Markdown for adding rich-text notes. Built with a custom JavaScript editor using React and Monaco Editor.

Tech: Typescript, React, Redux, Vite

Link: [Click here](#)