

# Soumya Ranjan Rout

+91 7855859208 | [rout06738@gmail.com](mailto:rout06738@gmail.com) | [linkedin.com/in/soumyarout24](https://www.linkedin.com/in/soumyarout24) | [Portfolio - www.soumyarout.in](http://www.soumyarout.in)

## SUMMARY

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Data Analyst and MBA candidate (HRM & ITM) with hands-on experience transforming complex datasets into actionable business insights. Proficient in SQL, Python, Excel, Power BI, and Tableau. Demonstrated ability to automate workflows, develop analytical dashboards, and drive data-backed decisions across HRM and ITM domains. Seeking to leverage analytical expertise and business acumen in a data-driven role.

## TECHNICAL SKILLS

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**Languages & Tools:** SQL, Python (Pandas, NumPy), Microsoft Excel, Microsoft Words, Power BI, Tableau, PowerPoint, Canva  
**Analytics:** Data Cleaning, Data Modeling, Dashboard Development, Exploratory Data Analysis (EDA), KPI Reporting  
**HR Analytics:** Workforce Analytics, Employee Data Analysis, HRIS, ATS, HR Dashboards  
**Soft Skills:** Analytical Thinking, Strategic Planning, Cross-functional Collaboration, Data Storytelling

## EXPERIENCE

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### Artify Technologies

Jan 2026 – Mar 2026

*Human Resources Intern*

*Remote*

- Analyzed employee performance datasets to surface workforce trends, informing HR strategy and reducing manual reporting time by an estimated 30%.
- Automated routine HR data pipelines and reporting workflows, eliminating repetitive tasks and improving data accuracy across the HRIS.
- Implemented HR dashboards to visualize key workforce metrics including attrition rates, headcount, and engagement scores for leadership review.
- Coordinated ATS data audits and streamlined candidate tracking processes, improving recruitment pipeline visibility.

### Pawzz Foundation

Dec 2025 – Jan 2026

*Management Trainee*

*Remote*

- Executed marketing support campaigns and contributed to fundraising initiatives, leveraging CRM tools to track donor engagement and retention metrics.
- Generated creative content strategies and pitched data-informed ideas to drive donor outreach and brand awareness.
- Streamlined internal communication workflows to improve cross-team coordination and campaign execution timelines.

## PROJECTS

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### HR Analytics Dashboard – Employee Attrition Insights | *Power BI, Excel, DAX* | [View Project](#)

- Built an interactive Power BI dashboard analyzing attrition across departments, age groups, job roles, and satisfaction levels using DAX KPI cards and slicers.
- Identified highest attrition in the 26–35 age group and in R&D/Sales; findings enabled targeted retention strategies.
- Demonstrated skills: Power BI, Workforce Analytics, Data Cleaning, DAX, KPI Reporting, Employee Attrition Analysis.

### Revenue Intelligence Profitability Analysis | *SQL, Power BI, Excel, DAX* | [View Project](#)

- Designed a centralized BI dashboard by connecting a relational SQL database (primary/foreign keys) to Power BI, analyzing revenue vs. budget, product performance, and regional sales trends.
- Identified Wholesale as the highest revenue channel and flagged underperforming regions, enabling data-driven budget reallocation.

### Sales Performance Dashboard | *Advanced Excel, Pivot Tables, Scenario Analysis* | [View Project](#)

- Developed a multi-scenario Excel dashboard (best/worst/high-sales/cost-control cases) with Pivot Tables, slicers, and KPI cards for regional and product-wise revenue analysis.

### Ecommerce Sales Dashboard | *Power BI, Excel* | [View Project](#)

- Developed an interactive Power BI dashboard analyzing KPIs such as sales amount, profit, quantity, and Average Order Value (AOV) to evaluate business performance.
- Implemented dynamic slicers (quarter and state) enabling real-time filtering and multi-dimensional analysis of sales data.
- Designed visualizations including column, bar, and donut charts to uncover trends in monthly profit, category performance, customer contributions, and payment modes.

### Swiggy Food Analysis Dashboard | *Excel, Data Visualization* | [View Project](#)

- Developed an interactive Excel dashboard analyzing restaurant distribution, cuisine popularity, delivery performance, pricing trends, and customer ratings across multiple cities.
- Utilized Pivot Tables and advanced charts (donut, pie, bar, column) to transform raw data into actionable business insights.
- Identified key patterns in customer preferences and operational performance, enabling data-driven decision-making.

## Integrated Marketing Communication (IMC) in Banking Services | *Primary Research, Data Analysis* | [View Project](#)

- Led primary field research and customer surveys to benchmark IMC frameworks of SBI, HDFC Bank, and ICICI Bank in Tier-2 markets.
- Evaluated channel integration and message consistency across digital and physical touchpoints, quantifying their impact on customer trust and engagement.
- Synthesized findings into a hybrid, localized IMC model, delivering strategic recommendations to improve customer reach and adoption in Tier-2 cities.

## EDUCATION

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<b>Biju Patnaik University of Technology (BPUT)</b> MBA – Human Resource Management & Information Systems	2025 – 2027 Rourkela, Odisha
<b>Sambalpur University (SU)</b> Bachelor of Arts	2021 – 2024 Rourkela, Odisha
<b>Sambalpur University (SU)</b> Higher Secondary (Intermediate)	2019 – 2021 Rourkela, Odisha

## CERTIFICATIONS & COURSES

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- Data Visualization – Tata (Forage)
- Data Analytics – Deloitte (Forage)
- Google Data Analytics – Coursera
- Data Analytics – IIM Skills

## ACHIEVEMENTS & LEADERSHIP

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- **National Cadet Corps (NCC):** Earned A, B, and C Certificates; selected for Thal Sainik Camp (TSC), New Delhi – a highly competitive national-level military training program.
- Won **Idea Pitching Competition**, presenting a data-informed business concept to a panel of industry evaluators.
- Competed in and cleared **Business Quiz** competitions, demonstrating strong analytical reasoning and business acumen.