

Priyajeet Dey

+91 9582591123 ☎ | deypriyajeet@gmail.com ✉ | <https://www.linkedin.com/in/priyajeet-dey-aa8509119/>

PROFESSIONAL SUMMARY

Certified ScrumMaster® (CSM®) with a solid foundation in Agile methodologies and expertise in Learning & Development along with hands-on experience in data analysis, utilizing advanced skills in Excel, PostgreSQL, Microsoft Power BI, and Python libraries to extract meaningful insights and drive data-driven decisions. During my career, I also developed the skills to foster collaboration, enhance processes, and deliver high-quality results in fast-paced environments. Possesses a proactive approach to problem-solving and is committed to continuous improvement.

WORK EXPERIENCE

Magic EdTech | Noida, India

Sept 2020 - April 2024

Consultant (Digital Instructional Design)

- Spearheaded a project focused on crafting strategic and captivating title tags, incorporating high-ranking keywords to boost visibility on Google search results by auditing of content.
- Utilized SQL and Excel to analyze and visualize data on time spent by individuals on projects, leveraging data-driven insights to interpret results and optimize processes for improved efficiency.
- Analyze content on required websites and videos, while maintaining compliance with the guidelines.
- Developed quizzes for the client's audience covering a wide range of topics to enhance interactivity and user engagement.
- Leveraged strong editorial expertise to distil the essence of the client's article into a succinct summary, enticing readers to delve deeper into the complete article.
- Generated engaging video titles for diverse client, considering target audience, core message, and client goals.
- Successfully applied diverse statistical measures and visualization techniques to analyze team metrics, extracting valuable insights and understanding the areas for improvement.
- Demonstrated strong leadership in promoting Agile methodologies, fostering a culture of collaboration and delivering projects efficiently and on schedule.

Encyclopaedia Britannica, Inc. | Delhi, India

Dec 2015 - Sept 2020

Senior Executive

- Employed a strategic approach, aligning and analyzing content with SEO best practices to drive organic traffic and achieve business goals effectively.
- Utilized a data-driven approach and relevant digital strategies to attract a substantial audience, resulting in a substantial increase in 77.50% website traffic.

- Played a pivotal role in utilizing the client's internal tool to tag specific keywords within content materials.

EDUCATION

M.Sc, Biotechnology
Thapar University, India

B.Sc, Biochemistry
University of Delhi, India

PROJECT WORK

- **SQL: Music Store Data Analysis**

Project link:

https://github.com/Priyajeet-Dey/Music_Store_Data_Analysis

- **Power BI Project: HR Analytics Recruitment Analysis**

Project link:

<https://www.novopro.com/project/hr-analytics-recruitment-analysis-on-powerbi>

- **Python: Diwali Sales Data Analysis**

Project link:

https://github.com/Priyajeet-Dey/Diwali_Sales_Data_Analysis/

- **Excel: Apex Store Data Analysis**

Project link:

<https://www.novopro.com/project/apex-store-data-analysis>

- **Bank call centre**

Project link: <https://docs.google.com/spreadsheets/d/1zGeucYMM663zqc5BYIrtWeuVMdqBVk9y/edit#gid=82805984>

SKILLS

Microsoft Excel, iSpring Learn, PostgreSQL, Microsoft Power BI, DAX, Python libraries, Jira, and Minitab