SHYAM SUNDAR PAUL

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in /shyam-sundar-paul

TECHNICAL SKILLS

- Python
- Pandas
- NumPy
- ❖ R (dplyr, ggplot2)
- ♦ SQL
- ♦ HTML
- PowerPoint (Advanced)

BUSINESS COMPETENCIES

- Statistical Modeling (Linear Regression)
- Consumer Behavior Analysis & Research

EDUCATION

*	MS in Computer Science (AI & ML) Woolf University	(Pursuing) 2026
*	MBA (Supply Chain & Operations Management) JIS University	(Pursuing) 2026
*	BBA MAKAUT, WB	CGPA: 8.46 2023
*	XII (WBBSE) Pritinagar Bhudeb Smriti Vidyapith	2019

ACADEMIC PROJECTS

- Examining Social Media's Influence on Consumer Purchase Behaviors in Kalyani
 - Analyzed survey data (N=109) to understand how social media engagement impacts consumer buying decisions, finding a strong positive correlation (r=0.811).
 - Tech Stack Used: Python, Pandas, NumPy, SciPy for quantitative analysis.
- * Emotional Branding's Impact on Purchase Behavior, Intentions & Perceptions
 - Studied the effect of emotional branding on urban consumers through a survey (N=100) and regression analysis, which showed a significant boost in purchase behavior (β =0.814) and intention (β =0.838).

ACHIEVEMENTS

- NMAT 2023: Score 206, ~90th Percentile
- ◆ Developed and scaled a YouTube channel to 84,000+ subscribers
- ❖ Achieved Top 10% academic performance during graduation

CERTIFICATIONS

- ❖ Full stack Data Science and AI | IIT Guwahati
- Supply Chain Analytics | IIT Roorkee