

Souvik Ghosh

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SUMMARY

Business Analyst / Product Manager with 2+ years delivering data-driven products and AI prototypes that reduce operational cost and accelerate decision-making. Proven track record leading cross-functional teams to deliver major and minor automation projects, AI-powered self-service (multimodal RAG chatbot), and enterprise analytics with measurable ROI and strong adoption. Recipient of the 2024 **Emerging AI Talent Award** at the Bharat Gen AI & Analytics Summit. Technical fluency in **Power BI, MySQL/ETL, APIs, Generative AI tools (Antigravity, Claude Code, LLM research)**, and product discovery frameworks.

WORK EXPERIENCE

Health Careers International – Melbourne, Australia

Business Analyst

March 2024 – Present

- Led **end-to-end delivery** of Credit Transfer Automation Platform, reducing processing time from days to hours.
- Owned backlog & product roadmap for [Clinsoft](#). Prioritised by operational urgency and ROI during company growth.
- Built 3 GenAI and RAG based solutions for automation and change management.
- Modelled AI ROI and **projected 750+ hours saved/year** (~\$60,000 AUD) to redeploy support staff to higher-value work.
- Designed high-clarity Power BI dashboards (2,000+ avg. views/month), **driving ~60% uplift in data-informed decisions**.
- Implemented MySQL/ETL pipelines as Single Source of Truth, increasing data trust for product and exec stakeholders.

PROJECTS

Towards the Future with Generative AI

(Under refinement)

- Office face, an application that has an **image processing pipeline using GANs, Stable Diffusion Models, and Nano Banana Pro** models to make a LinkedIn headshot from a simple selfie ([Office-face](#)).
- Created a custom bot named "[Simplicity Sage](#)" which is an educational bot aiding students in their learning Journey.
- Currently working on **Plateify**, an application that makes meal prep a breeze with sophisticated pantry management system, personalised diet plans, and other community driven features (under development).

HR Analytics Dashboard Insights ([Have a look here](#))

- R&D department needs to be looked into. Why does it have the highest attrition rate at 56.12%?
- Attrition rate is highest within people studying Bachelor's Degree, with a count of 99.
- Created custom measures like "Active Employee" and "Attrition Count" using table calculations to track employee satisfaction rates.
- 56 Laboratory Technicians and 69 Sales Executives have rated their job satisfaction as 1 which is poor.
- Why does the age group of 25-34 have the highest number of attritions?

Suitability Of International Car Models For A Particular Market

- Articulated the value for money options and what worked with consumers who were looking for a cost-effective vehicle resulting in one stand out category with 5 car models.
- Recognized the best car models from the international market suited for the Indian market, which could potentially increase about \$1million in sales and 5% increase in profitability.
- This project used Machine Learning models, Exploratory Data Analytics, Visualizations, Regression methods, and Decision tree (with hyperparameter tuning).

Autonomous Electric Vehicle

- Aimed at increasing mobility for the differently abled. Level 1 autonomous vehicle prototype created from the ground up.
- Vehicle was connected with various sensors such as an ultrasonic sensor and a camera for vision. CFD analysis was conducted using SolidWorks to check the strength of the design.
- Object detection algorithms deployed using OpenCV library for autonomous braking.
<https://aip.scitation.org/doi/abs/10.1063/5.0033975> (Published Research Paper).

Bike Rental Turnover Optimisation Analysis

- Analysed bike rental data to identify factors affecting ridership in a given time using regression analysis.
- Identified factors which could result in 15% increase in bike rentals during summer months.

EDUCATION

RMIT University – Melbourne, Australia

July 2021 – July 2023

Master's Degree, Master of Analytics

Volunteer at RUSU

Kirrip steward

University of Chicago and Jigsaw

March 2020 - March 2021

PGPDM (Post Graduate Program in Data Science and Machine Learning)

Christ University – Bangalore, India

July 2016 - June 2020

Bachelor's Degree, Mechanical Engineering

Member of Society of Automotive Engineers (SAE)

Member of Mechanical Association of Christites

SKILLSET

Technical Skills: Anyigravity, Claude Code, Visualization and Reporting (Microsoft Power BI, Tableau, Qlik), Exploratory Data Analysis (EDA), Data Wrangling, Supervised / Unsupervised Machine Learning, Generative AI, Prompt Engineering, Time Series Analysis, Regression Analysis, Applied Statistical Analysis, Hyperparameter Tuning, Python for analytics, R for analytics, SQL, Data Science, Microsoft Excel and spreadsheet analysis, Extract Transform Load (ETL), Data Cleaning, Data Preprocessing, Reporting, Business Intelligence, Business Insight, Pipeline Development, Data Modelling, Data quality, API connections.

Transferable Skills: Easily Adaptable, Storytelling, Interactive Insights Creation, Leadership, Conversationist, Critical Thinking, Problem Solving, Teamwork, Interpersonal Skills, Business Use Cases, Collaboration, Stakeholder management, Customer Service, Product Ownership, Decision Making, Consumer Behaviour Analysis.