

# Aastha Gupta

## DATA ANALYST

+91-7827794759 | [Email ID](#) | [LinkedIn](#) | [Github](#) | [Website](#)

### TECHNICAL SKILLS

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**Data Analytics:** MS Power BI, MS Excel, Macros, VBA, Pentaho PDI, Data Warehousing, MIS reporting, ETL, Data Modeling, Data cleaning, Data Visualization, DAX

**Web Development:** MongoDB, Express.js, React.js, Node.js, Redux, APIs, Integration, HTML, CSS3, JavaScript

**Web Designing:** Wireframing, Canva, Figma, Material-UI, Bootstrap

**Databases:** Oracle SQL, MySQL Workbench, MongoDB Atlas

**Developer Tools:** Github, VS Code, Power Automate, Power Apps, Power Flow

**Languages:** Python

### EXPERIENCE

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#### Broadridge Financial Solutions

Jul 2023 – Present

*Member Technical (Data Analyst)*

*Bengaluru, India*

- Leveraged **live data** to create insightful dashboards for leaders in **MD's org**, driving informed decisions with a **45%** impact across cross-functional teams like L&D and HR.
- Experienced in creating impactful dashboards and analyzing data for improved **MIS reporting**, resulting in a **45% increase** in decision-making accuracy.
- Generated a **30% increase in WFO**, **45% increase in L&D**, and **5% decrease in attrition** across MD's organization.

#### iComply Lifescience Solutions

Oct 2022 – Dec 2022

*Backend Node.js Developer Intern*

- Delegated **JavaScript and its frameworks** for frontend-backend integration through **20 APIs**.
- Fostered robust **RESTful API** concepts by implementing **10 endpoints** using JWT.
- Mastered the intricacies of **user authorization** in applications, while implementing 5 backend features.

### PROJECTS

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#### JoBliss | *MongoDB, Express.js, React.js, Node.js, Redux, Bootstrap*

May 2022 – Oct 2022

- Developed in **MERN stack**, it is a full stack project that functions between two roles - **recruiter and applicant**.
- Revolutionary features allowing recruiters to seamlessly **manage job postings** and applicants to **effortlessly apply** for positions, streamlining processes and reducing workload by an impressive **70%**.

#### Organica | *PHP, MySQL, HTML, CSS, Bootstrap*

Sep 2021 – Dec 2021

- Developed in **PHP**, it is a platform that brings **farmers** and **direct buyers** together on the same platform to remove mediation from the supply chain upto **80%**.
- Facilitates direct purchase of farm-fresh produce from **50+ local farmers**.

### EDUCATION

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#### Dronacharya Group of Institutions, Greater Noida

2020 – 2024

*Bachelor of Technology in Computer Science*

*CGPA 8.7*

### CERTIFICATIONS

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**Supervised Machine Learning: Regression and Classification** | *Stanford University, Coursera*

### ACHIEVEMENTS

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**Dean's List** for scoring an overall **9.725 CGPA** in the first year of college.

### PUBLICATIONS

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#### Malware Analysis using Machine Learning and Deep Learning | *IEEE*

Nov 2023

- Paper presented at the 3rd International Conference on Technological Advancements in Computational sciences (**ICTACS-2023**) held between **1st – 3rd Nov 2023**.