

ABHIJEET AVINASH GUPTA

DATA ANALYST

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Mankhurd, Mumbai 400043, Maharashtra.



PROFESSIONAL PROFILE

As a recent IT graduate and aspiring Data Analyst with hands-on experience in Power BI, Advanced Excel, MySQL, Python and etc. Skilled in extracting actionable insights from large datasets and building dashboards for business intelligence. Completed projects on marketing campaign analysis. Focused on building a successful and long-term career in the field of technology.

EDUCATION

Bachelors of Science in Information Technology

Guru Nanak College of Arts, Science and Commerce
(2022 - 2025) (8.97 CGPA)

Higher Secondary Certificate

Swami Vivekanand Vidyalaya & Kanishhtha
Mahavidyalaya (2020 - 2022) (58.60% in Science).

Secondary School Certificate

Swami Vivekanand Vidyalaya & Kanishhtha
Mahavidyalaya (2019 - 2020) (84.80%).

SOFT SKILLS

- Analytical and critical thinking.
- Strong presentation skills and time - management skills.
- Ability to work independently and as part of a team with detail-oriented.
- Strong problem-solving skills with the ability to analyze issues, identify solutions.
- Highly adaptable and a quick learner, able to grasp new technologies and concepts swiftly in dynamic environments.

TECHNICAL SKILLS

- Advanced Excel
- SQL (Advance)
- Python (Intermediate)
- Power BI (Intermediate)
- Ms. PowerPoint (Advance)
- Tableau (Basic)
- Mongo DB (Intermediate)
- Web technologies (Intermediate)

PROJECTS

Marketing Campaign Analysis

- Worked on this project to evaluate the effectiveness of promotional strategies and customer engagement. Collected, cleaned, and analyzed campaign data using Excel.
- Identified trends and key customer segments that contributed to higher conversion rates. Built interactive dashboards to visualize performance metrics such as response rate, ROI etc.
- Interpreted insights to recommend data-driven improvements in campaign targeting. The project helped enhance decision-making and optimize future marketing efforts.

Sales performance and Revenue Analysis

- This dashboard provides a clear overview of weekly sales trends, revenue vs expenses, and product performance. It highlights key metrics like conversion rate, top-5 sellers, and daily sales activity to identify high-performing areas.
- Users can filter data by month, year, and seller to gain deeper, time-specific insights. Overall, it supports data-driven decision-making for improving sales strategy and profitability

Virtual Remembrance

- Virtual Remembrance is a full-stack web application built with modern frontend technologies and Next.js on the backend with API integrations.
- Designed for caregivers, it helps manage and support dementia patients through memory aids, reminders, and personalized care tools.

Other Projects

- CRM Dashboard
- Marketing Strategy Visualization Presentation Dashboard
- Weather application

CERTIFICATIONS

- Certificate in Python Programming from Udemy in 2023.
- Certificate in Advanced Excel from Soham Computer Institute in 2023.

INTEREST

- Travelling
- Books