Aditya Gupta

+91 6201855616|adityaguptarmg@gmail.com| **Portfolio** | **LinkedIn** |**GitHub**

EDUCATION:

VBU, Jharkhand, India   **Aug, 2023**
B.sc, Mathematics

SKILLS:

Analytical Tools:	**Programming Languages**:	**Database**:
● Power BI	● SQL (Structured Query Language)	● MySQL
● Advanced Excel	Python	● Microsoft SQL Server

INTERNSHIP EXPERIENCE:

ACCENTURE DATA ANALYTICS AND VISUALIZATION VIRTUAL EXPRIENCE [Power BI] | **July, 2024**
- Merged tables and identified relationships in **7 data sets**, resulting in streamlined analysis and improved insights.
- Performed in-depth analysis of website traffic data to identify the **top 5 categories** on popularity basis.
- Utilized data visualization and storytelling skills to create a PowerPoint presentation on content performance for   Social Buzz (client).

PROJECT EXPERIENCE

Sales Insights Using| Power BI and SQL |**GitHub Repo**   **Sep, 2024**
- Developed a solution that improved Atiq Hardware's sales trend analysis by creating **3** interactive dashboards in Power BI, enhancing decision-making capabilities for **5+ stakeholders**.
- Imported and cleaned over **100,000** rows of sales data using SQL, achieving **100%** data accuracy, and ensuring reliable analysis.
- Enhanced data visualization by implementing **10+ key** metrics across various dashboards, contributing to an anticipated **7%** increase in revenue within the next quarter.

Food and Beverage Industry Insights |SQL **GitHub Repo**   **Oct, 2024**
- Analysed survey data from **10,000** respondents across **10** Indian cities, supporting Codex's marketing strategy and contributing to a **20%** improvement in targeted marketing efforts.
- Developed a Power BI dashboard that was viewed by **15+ team** members, utilized **MySQL** for data cleansing with **99.9% data accuracy**, and enhanced visualizations with **Canva** for clearer communication.
- Created video summaries using OBS Studio and In Shot, reaching **100%** of the intended audience; leveraged AI tools like ChatGPT and Bard to generate **5+** actionable insights that informed the marketing strategy.

Blinkit India Analysis| Excel |**GitHub Repo**   **Dec,2024**
- Built an interactive Excel dashboard to analyze sales, customer satisfaction, and inventory distribution, enabling data-driven decision-making.
- Analyzed KPIs like Total Sales, Average Sales, and Customer Ratings, uncovering opportunities for sales optimization and enhanced customer experience.
- Visualized sales trends and performance metrics, providing actionable insights to improve operations and strategy at Blinkit.

Credit Card Analysis |Python |**GitHub Repo**   **Nov, 2023**
- Cleaned and **preprocessed** credit card data using Python, ensuring **consistency** and enabling reliable insights for **business** decisions.
- **Analyzed** customer transaction data using visualization tools, uncovering spending **trends** and informing targeted marketing campaigns.
- Designed a custom Python function to identify top **10** customers by repayment, enhancing customer engagement and retention strategies.

CERTIFICATIONS / AWARDS:

- Google Data Analytics Professional Certificates **Google**   **Aug, 2024**
- Accenture North America's Data Analytics and Visualization on Forage **[Credential]**   **July, 2024**
- Tata Data Visualisation : Empowering Business with Effective Insights on Forage **[Credential]**   **June, 2024**