ADITYA GUPTA

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Skills

- **Advanced Excel** – Count If | Sum If | VLOOKUP | Index | Match | Pivot Table | Pivot Chart |
- **SQL** – Data types | Queries | Aggregate Functions | Subqueries | Joins | CTEs | Window functions
- **Power BI** – Data Reporting | DAX | Data modelling | Data Cleaning
- **Tableau** – Dashboard | Visualization | Action filter | Parameter | Data transformation | Tableau Public
- **MS Office** – MS Power Point

VIRTUAL INTERNSHIPS AND PROJECTS

Sales Insights Using Power BI and SQL   **Project link**

- **Developed a solution** that improved AtliQ 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.
- **Reduced analysis time by 50%** by streamlining the data transformation process in Power BI, leading to **a 30% faster** reporting cycle.
- **Enhanced data visualization** by implementing **10+ key metrics** across various dashboards, contributing to an **anticipated 7% increase in revenue** within the next quarter.
- **Collaborated with cross-functional teams** to align project goals, ensuring the solution met all requirements for **100% of stakeholders**.

Food and Beverage Industry Insights

- **Analyzed 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 InShot**, reaching **100% of the intended audience**; leveraged AI tools like **ChatGPT and Bard** to generate **5+ actionable insights** that informed the marketing strategy.

TATA DATA VISUALIZATION: EMPOWERING BUSINESS WITH EFFECTIVE INSIGHTS   **May 2024 – June 2024**

- Formulation 8 targeted questions, 4 each for the CEO and CMO, generating insights for business performance and expansion planning.
- Analyzed large datasets of up to half a million rows using Power Query in Power BI.
- Built visuals around 4 questions the CEO and CMO requested, resulting in a better understanding of data.

ACCENTURE DATA ANALYTICS AND VISUALIZATION VIRTUAL EXPRIENCE   **June 2024 – 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).

CERTIFICATIONS

- **Power BI** Certification by Simplilearn Skill up   link
- **SQL** Certification   by Great Learning Academy   link
- **Advanced Excel** Certification by Great Learning Academy   link

Education

Bachelor of Science in Mathematics   **Cumulative GPA:6.51/10.0**

Vinoba Bhave University Hazaribagh, Jharkhand   **Aug 2020 – Sep 2023**