

Anshika Gupta (Technical Consultant)

8094010703 | anshigupta5023@gmail.com | <http://www.linkedin.com/in/anshikagupta8>

Skills

X++ Python SQL Microsoft D365FO Lifecycle Services (LCS) Microsoft Azure Electronic Reporting Tableau
Probability Applied Statistics Machine Learning Data Structures Product Strategy Azure DevOps Power BI

Education

Scaler Academy India

Certification Course in Data Science & ML

May 2024

PDUSU Sikar, Rajasthan, India

Master's in mathematics

Jul 2021 | Sikar, Rajasthan

Experience

Technical Consultant - AtiSunya Pvt Ltd, Noida

Jan 2024 - Present

- OData Integration: Worked on connecting external applications with Dynamics 365FO using OData services for smooth data sharing and API communication.
- Customization and Development: Helped in creating and improving custom features in Dynamics 365FO using X++ to match business needs.
- Electronic Reporting: Helped in setting up and designing Electronic Reporting (ER) to create business reports and meet compliance rules.
- Azure Support: Assisted in setting up and managing Microsoft Azure resources to support cloud operations.

Projects

- **Used Car Price Prediction Project**- Led a machine learning project to forecast used car prices, conducting in-depth exploratory data analysis with Matplotlib and Seaborn to uncover key pricing factors such as mileage, registration year, engine power, fuel type, gearbox, vehicle type, and damage history. Leveraged correlation and trend analysis to inform pricing strategy & implemented probabilistic predictive models to generate accurate price estimates with confidence intervals, enabling data driven decision making for buyers and sellers.
- **Netflix Streaming Insights Analysis**- Executed a comprehensive analytics engagement on streaming data from multiple countries using Python, Pandas, Matplotlib, and Seaborn. Performed univariate, bivariate, and correlation analyses to surface regional content preferences and consumption patterns. Synthesized findings into business ready insights and presented them to non-technical stakeholders, directly influencing content strategy and expansion decisions.
- **Aerofit Customer Profiling & Product Strategy Analysis** - Conducted demographic segmentation analysis for Aero fit using Python and Pandas alongside Matplotlib/Seaborn visualizations to examine the influence of age and marital status on treadmill purchase behaviour. Applied statistical methods to detect outliers and ensure data integrity. Delivered actionable customer personas and recommendations for product positioning and marketing strategies tailored to distinct demographic segments.

Certifications

- Dynamic 365: Finance and Operations Apps Developer Associate
- Microsoft Azure AI Fundamental (AI-900) Certified
- Microsoft Azure Fundamental (AZ-900) Certified
- Data Analysis essentials using Excel, Microsoft Excel Certified
- Tableau, Data Science & Machine learning Certified