

Daizy Gupta

+91-8888888888 | guptadaizy2495@gmail.com | [github](#) | [linkedin.com/in/daizy-gupta-6519b388](#)

PROFILE

Results-driven engineer with 2 years of VLSI experience, now transitioning into **data analytics** with hands-on expertise in **Power BI, SQL, and Python**. Skilled in building dashboards, cleaning large datasets, and delivering actionable insights. Completed certifications and multiple real-world projects during a structured career transition. Strong foundation in **analytical thinking, problem-solving, and data storytelling**.

SKILLS

- **Programming:** Python (pandas, NumPy, scikit-learn), SQL
- **Analytics & Visualization:** Power BI, Matplotlib, Seaborn, Plotly
- **Data Handling:** Data cleaning, preprocessing, feature engineering
- **EDA & Statistics:** Hypothesis testing, correlation, trend analysis
- **Tools:** GitHub, Excel/Google Sheets, ModelSim, Quartus (engineering)
- **Soft Skills:** Storytelling with data, problem-solving, cross-team collaboration
- **Machine Learning:** Regression, classification, clustering, forecasting

PROJECTS

Power BI Sales Dashboard & Forecasting

- Designed an interactive dashboard analyzing sales, profit, and customer segments.
- Applied time series forecasting to predict 15-day future sales.
- Delivered insights on product categories, shipping delays, and payment trends.

Customer Analytics Dashboard (MTA dataset, 183k+ records)

- Processed & cleaned customer feedback data with Python (Pandas).
- Built a Power BI dashboard (KPIs, issue trends, branch performance).
- Key insight: delays & staff behavior → top complaints; commendations for helpful staff.

Madhav E-commerce Sales Dashboard

- Analyzed Indian e-commerce data (₹438K revenue, ₹37K profit).
- Built drill-down dashboards showing seasonal profit peaks, category insights, and top customer segments.

Instagram User Analytics (SQL)

- Queried user engagement data to identify retention & growth patterns.
- Delivered insights to improve user engagement strategies.

IMDB Movie Analysis (Python, Pandas)

- Analyzed ratings, genres, and revenue trends.
- Extracted success factors impacting box office performance.

PROFESSIONAL EXPERIENCE

Senior Software Engineer HCL Technologies	(2021–2023)
<ul style="list-style-type: none">Managed transition of RDLDK tool setup from Milan (Italy) to India.Executed debugging, file updates, and tool enhancements for RTL projects.Strengthened problem-solving and cross-functional collaboration skills.	
Layout Support Engineer STMicroelectronics	(2020–2021)
<ul style="list-style-type: none">Conducted physical verification checks (DRC, LVS, ADOC, LIBBE).Automated layout workflows with SKILL scripts, reducing manual effort.Gained experience handling large datasets and process automation.	
Intern Secure Meters Limited	(2016–2017)
<ul style="list-style-type: none">Worked on PCB manufacturing processes (SMT & PTH).Applied QC techniques to ensure quality and efficiency.	

EDUCATION

M.Tech. – VLSI Design Punjab Engineering College, Chandigarh (2019–2021)	CGPA: 9.06
B.E. – Electronics & Communication Chitkara University, Punjab (2013–2017)	CGPA: 8.01

CERTIFICATIONS

• Data Science with Generative AI – PW Skills	(2024–2025)
• Virtual Internship in Data Analytics – Trainity	(2023–2024)

CAREER TRANSITION

After 2 years in VLSI, I discovered a passion for **data analytics**. Leveraging my engineering background and certifications in **Data Science & Analytics**, I’ve built multiple dashboards and predictive models. Now, I’m eager to apply these skills to deliver insights in **B2B, SaaS, and community-driven businesses**.