

CONTACT

ADDRESS: Mississauga, ON, Canada

PHONE: 647-740-2364

EMAIL: deepanshugt11@gmail.com

WEBSITE:

- [LinkedIn](#)
- [GitHub](#)

SUMMARY

Data Analyst skilled in requirement analysis, software development and database management. Self-directed & proactive professional with 2 years of experience collecting, cleaning and interpreting data sets & expertise in quantitative analysis, statistics, and data visualization. Proficient in Python, Tableau, and, MS Excel with knowledge in machine learning techniques. Natural problem-solver possessing strong cross-functional understanding of information technology, business processes crafting actionable insights, answering business questions, and providing data-driven recommendations that drive better business outcomes.

SKILLS

- **Programming Languages/ Tools:** Python, R, SQL, Tableau, MS Excel
- **Platforms:** Google Analytics, AWS
- **Statistics:** Hypothesis Testing, A/B Testing, Frequentist & Bayesian Inference, Time Series Modelling
- **Data Analysis:** Statistical Analysis, Data Visualization and Presentations
- **Databases:** PostgreSQL, MongoDB
- **Other:** Data Quality, Creative Thinking, Cross-Functional Collaboration, Communication, Strategic Planning and Optimization, Attention to Detail and Accuracy

EDUCATION AND CERTIFICATION

- **Google** **Dec'23 - Feb'24**
Google Data Analytics Professional Certificate
- **Masterschool** **Jun' 22 – Jan' 23**
Data Analytics Bootcamp
- **Centennial College**
Sep' 17 - Dec' 19
PG Diploma Co-op in Food Science Technology
- **Pt. BD Sharma University**
Sep' 12 - Aug' 16
Bachelors In Pharmacy

DEEPANSHU GUPTA

FREELANCE DATA ANALYST AND PROJECT WORK

Freelancing Work at Upwork

Oct'22 – Present

- Developed and automated complex reports, leveraging Python and SQL to streamline data processing and visualization, resulting in a 30% increase in reporting efficiency for clients across various industries
- Created and maintained dashboards in Tableau, providing executive-level insights into client trends and business performance
- Collaborated with clients from diverse industries, tailoring data analysis solutions to meet specific business needs and objectives, resulting in 25% improvement in decision-making efficiency

Project

Jul'22 - Apr'24

- [US Bikeshare project \(Python\)](#): Conducted comprehensive data visualization projects on US flight data from a Kaggle dataset, utilizing Tableau to analyze on-time performance and cancellation reasons. Created interactive dashboards to showcase trends and insights, due to various factors, including aircraft delays and internal delays. Provided actionable recommendations based on analysis, including strategies to mitigate delays and improve overall airline performance
- [Bellabeat high-tech manufacturer project \(R\)](#): Analyzed Fitbit dataset from Kaggle.com to identify trends in Bellabeat smart device usage, revealing that only 7 out of 33 respondents achieved CDC's recommended average daily steps. Proposed actionable recommendations to improve user engagement and health outcomes, emphasizing the need to promote daily step goals and highlight tracker features in marketing campaigns
- [Twitter Data Analysis \(Python\)](#): Leveraged Python for data wrangling and analysis of the tweet archive from the Twitter account @dog_rates, employing techniques such as calculating percentages, identifying top breeds (e.g., Golden Retriever, Labrador Retriever), and determining tweet engagement metrics like favorites and retweets. Presented insights through compelling visualizations including bar graphs and pie charts, shedding light on trends in data analysis, such as data wrangling, visualization, and insights generation

PROFESSIONAL EXPERIENCE

Freshhouse Foods

Nov' 20 - Jun' 22

Quality Assurance Analyst

- Implemented data analysis techniques to enhance productivity and product quality, resulting in a 15% increase in efficiency and improved product standards
- Utilized statistical analysis to inform the successful launch of 12 new products, ensuring strategic decision-making and market success
- Conducted root cause analysis on a product recall, leading to a 30% reduction in supplier quality issues and improved operational efficiency
- Collaborated with cross-functional teams to develop recommendations, resulting in a 20% reduction in waste and significant productivity improvements

Kshipra Health Solutions

Oct'16 - Aug'17

Marketing & Sales Analyst

- Developed and executed targeted marketing strategies, converting 250 top customers and 50 key opinion leaders into potential new business, leading to a 200% increase in sales
- Conducted A/B testing to evaluate the effectiveness of product discounts and demo products, leveraging results to create targeted product promotions resulting in a 15% boost in overall profitability
- Analyzed monthly sales data to identify trends and set targeted sales goals, contributing to a 30% increase in overall revenue