DHRUV GUPTA

Business Intelligence & Data Analyst

Bhopal, Madhya Pradesh

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PROFESSIONAL SUMMARY

Analytical and detail-oriented BBA BIA student with hands-on experience in SQL, Python, Power BI, and machine learning. Successfully delivered insights through real-world projects and internships at Deloitte, Quantium, and Tata Group. Skilled in data modeling, visualization, and team leadership

EDUCATION

LNCT University, Bhopal, Madhya Pradesh   **2023 – 2026**

Bachelor of Business Administration (BBA), Business Intelligence and Analytics

EXPERIENCE

Virtual Data Analyst Intern   **May, 2025**

Quantium (Forage)
- Conducted customer analytics using segmentation and transactional data & applied uplift modeling and A/B testing to evaluate marketing strategies.
- Generated actionable recommendations to improve business strategy.

Virtual Data Analytics Intern   **May, 2025**

Deloitte (via Forage)
- Performed Practical data challenges simulating industry scenarios and applied Forensic Technology Techniques.
- Gained insight into analytics for fraud detection and forensic Audits.

Virtual Data Visualization Intern   **April 2025 – May 2025**

Tata Group (via Forage)
- Developed data visuals and dashboards to solve real business problems.
- Applied principles of effective data communication and storytelling.
- Interpreted complex datasets to translated analytical findings into visual storytelling for stakeholders.

PROJECTS

Ola Ride Booking Campaign Analysis / SQL, SQLite Studio, Excel   **June, 2025**
- Executed 25+ advanced SQL queries on a 5,000+ record simulated ride-booking dataset to analyze customer behavior, route profitability, and ride trends and Segmented customers by fare spending, ranked drivers by performance, and identified surge pricing routes using fare/km logic.
- Conducted root cause and aggregation-based analysis to report operational inefficiencies.

Boston Housing Price Prediction / Python, Scikit-learn, Pandas, Matplotlib   **August, 2024**
- Developed a machine learning model using Python (sklearn, pandas) to predict housing prices based on various socio-economic factors.
- Performed data preprocessing, exploratory analysis, and trained regression models with model evaluation.
- Showcased end-to-end implementation of machine learning pipelines and practical application of coding for predictive analytics.

WHO Themed Website / HTML, CSS   **March, 2024**
- Structured and styled multi-page content highlighting WHO health themes, using semantic HTML and CSS techniques.
- Demonstrated proficiency in front-end development, page responsiveness, navigation design, and web design best practices.

TECHNICAL SKILLS

Programming & Query Languages: Python (Pandas, NumPy, Matplotlib, Seaborn), **SQL**, basic R
Data Visualization Tools: Power BI, Tableau, Excel.
AI & Emerging Technologies: Generative AI (**ChatGPT, Prompt Engineering**), Google AI tools
Core Skills: Data Analysis, Data Cleaning, **Dashboard Design, Business Intelligence**

Soft Skills: Leadership, Teamwork**, Communication**, Strategic Thinking, A/B Testing, **Strategic Planning**, critical thinking, time management.

Data Engineering: ELT pipelines, data modeling, data architecture.

CERTIFICATION & BADGES

- **5★ SQL Badge** – HackerRank,   **May, 2025**
  Demonstrated advanced SQL skills in query design, joins, aggregations, and optimization.
- **Power BI Badge** – Microsoft Learn, **May, 2025**
  Completed Microsoft's guided Power BI learning path covering data modeling, DAX, and dashboard creation.
- **Exploratory Data Analysis** – Accenture & NASSCOM FutureSkills Prime
  *Issued: **July 2025** | Aligned with NASSCOM industry competency standards*
- **Data Analytics Essentials Course** – CISCO Networking Academy & NSDC, Oct,2025
- Mastering GenAI & ChatGPT Course – GeeksforGeeks, June, 2025
- AI for Beginners – HP LIFE, Jun, 2025
- Data Analytics Job Simulation – Deloitte (Forage), May, 2025
- Data Analytics Job Simulation – Quantium (Forage), May, 2025
- Data Visualization – Tata Group (Forage), April, 2025 – May, 2025
- SQL (Intermediate) – HackerRank, April, 2025
- SQL (Basic) – HackerRank, Mar, 2025
- Power BI Workshop – OfficeMaster, Feb, 2025
- Power BI in Action: A Data-Driven Webinar – GTR Academy, April, 2025

POSITION OF RESPONSIBILITY

Co-Operation Head - BIA Unified Data Science Club
LNCT Group of Colleges   **Oct 2024 – Present**

- As the **Cooperation Head** of the BIA Unified Data Science Club at LNCT Group of College, I spearheaded initiatives to foster a vibrant community for data science enthusiasts, promoting skill development, and knowledge sharing among students.
- Key Responsibilities:
  - Organized club events, managed member engagement, and handled participant coordination.
  - Conducted Workshops.
  - Organized Techno Verse 2K25 at LNCT University

Team Leader/ Co-ordinator – Event Management
LNCT Group of Colleges   **Sep 2023 – Apr 2025**

- Led a team of 15 volunteers to organize large-scale college fests and orientations
- Managed logistics, scheduling, and communication for 7-day events.
- Demonstrated collaboration, planning, and public engagement skills.

Operations Head & Lead Coordinator – Techno Management Fest
LNCT University, Bhopal   **Sep2024 – Dec 2024**

- Led the largest student-run management event attended by over 2,000 students and faculty
- Oversaw cross-functional operations including finance, logistics, sponsorships, stall allocation, and department coordination.
- Managed task delegation to volunteers and sub-leads while ensuring real-time execution.
- Collaborated with the finance team to secure event sponsorships and handle budgetary needs.
- Coordinated with college authorities to gain necessary permissions and approvals.
- Supervised technical setup, managed security logistics, and ensured a smooth event flow.