

## MANOJ KUMAR GUPTA

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### PROFESSIONAL EXPERIENCE

Wavetronic Solutions Private Limited (Vendor for Infinity Learn) | Hyderabad

Data Analyst | Dec 2021 – Sep 2024

- \* Leveraged Python for data processing and automation tasks, reducing data processing times by 15%.
- \* Conducted SQL queries for data extraction and analysis, increasing reporting accuracy by 20%.
- \* Designed and maintained interactive dashboards using Power BI, offering real-time insights into marketing and business performance, improving decision-making.
- \* Led ETL processes for seamless data integration across various platforms, enhancing data accuracy and consistency.
- \* Collaborated with marketing teams to optimize digital marketing strategies, leading to a 25% increase in ROI.
- \* Utilized Excel for advanced data analysis and reporting, streamlining workflows and improving efficiency by 25%.
- \* Gained basic knowledge of AI/ML and successfully worked on predictive modeling projects using Python.

Intern, Data Analyst

Dec 2021 – June 2022

- \* Supported senior analysts in data cleaning, extraction, and validation tasks.
- \* Assisted in market research and report creation for marketing and sales departments.
- \* Built simple dashboards in Power BI and Excel to track key performance indicators.

### KEY PROJECTS

Churn Prediction Model (Python, SQL, Machine Learning)

- \* Developed a machine learning model using Python to predict customer churn for Infinity Learn, achieving 85% accuracy.
- \* Employed SQL to extract customer data from a relational database and cleaned the data using Pandas.
- \* Used classification algorithms such as Logistic Regression and Decision Trees, which helped identify at-risk customers and implement retention strategies, reducing churn by 10%.

Sales & Marketing Performance Dashboard (Power BI, Excel)

- \* Created an interactive sales and marketing dashboard using Power BI, which provided real-time insights into campaign performance, lead conversion rates, and sales KPIs.
- \* Enabled the marketing and sales teams to track ROI on campaigns and identify the most effective channels, resulting in a 30% increase in conversion rates.

ETL Pipeline for Data Integration (Python, ETL, SQL)

- \* Built an end-to-end ETL pipeline for seamless data extraction, transformation, and loading using Python and SQL.
- \* Automated the process to integrate multiple data sources, improving the data consistency and reducing manual intervention by 40%.

Sentiment Analysis on Customer Feedback (Python, NLP)

- \* Conducted a sentiment analysis on customer reviews using Natural Language Processing (NLP) with Python.
- \* Utilized libraries like NLTK and TextBlob to classify feedback as positive, negative, or neutral, helping the client improve customer satisfaction by addressing key pain points.

### EDUCATION

GITAM University, Visakhapatnam

Bachelor of Commerce (B.Com) | Graduated: June 2022

### KEY SKILLS

- \* Advanced Python: Data processing, automation, predictive modeling.
- \* SQL: Complex queries, data extraction, database management.
- \* Power BI: Dashboard creation, data visualization, reporting.
- \* ETL: Data integration, migration, process automation.
- \* Excel: Advanced formulas, pivot tables, data manipulation.
- \* Microsoft 360 Suite: SharePoint, Teams, Outlook, PowerPoint, Word.
- \* AI/ML: Basic knowledge of LLMs, machine learning models, and NLP.

### CERTIFICATIONS

- \* Google Data Analytics Professional Certificate – Google
- \* SQL for Data Science – Coursera
- \* Python for Data Science and Machine Learning – Udemy
- \* Power BI Essential Training – LinkedIn Learning
- \* AI for Everyone – Coursera

### LANGUAGES

- \* English, Hindi, Telugu (Fluent in all)