

ISHIKA GUPTA

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EDUCATION

University of Illinois at Urbana-Champaign, Gies College of Business

Champaign, IL, USA

Master of Science in Business Analytics (STEM designated program); GPA: 3.89/4.00

Aug 2023 – May 2024

Relevant Coursework (Marketing Specialization): Marketing Analytics, Consumer Analytics, Project Management, Brand Management, Social Media Strategy, Enterprise Database Management (SQL), Business Practicum

Bhagwan Parshuram Institute of Technology, GGSIPU

Delhi, India

Bachelor of Technology in Computer Science and Engineering; CGPA: 9.0/10.0

Aug 2019 – July 2023

INTERNSHIP EXPERIENCE

Horizon Hobby

Champaign, IL, USA

Strategic Marketing Analyst

Sep 2023 – May 2024

- Implemented a robust customer segmentation model using K-means clustering and RFM analysis with SQL and Python for developing tailored marketing strategies to boost subscription and revenue growth.
- Defined 4 unique customer clusters via agglomerative clustering, analyzing 1.2M transactions for 224K customers.
- Evaluated 450+ holiday promotions to identify key metrics like purchase recency, product category preferences, and promotion sensitivity. Created a comprehensive Tableau dashboard to highlight bundling and cross-sell opportunities.

Programming Lab, BPIT, GGSIPU

Delhi, India

Laboratory Teaching Assistant (Part-Time)

Nov 2022 – June 2023

- Conducted interactive coding sessions, breaking down complex C concepts through hands-on exercises and real-time guidance, fostering an engaging learning environment and improved comprehension for students.
- Mentored 60+ students through weekly viva sessions and curriculum aligned assignments designed in collaboration with faculty members, providing constructive feedback, and enabling development of robust problem-solving skills.

Rise All Foundation

Delhi, India

Creative Associate

July 2021 – April 2022

- Collaborated cross-functionally to conceptualize content strategies, designing multimedia assets to engage the student community through storytelling while aligning with growth objectives and monitoring impact via conversion tracking.
- Spearheaded promotional campaigns leveraging SEO, SEM, keyword research (Google Trends), and email marketing, yielding a 31% rise in social media engagement and elevating online brand presence with a 23% growth.
- Utilized data visualization tools and web analytics to present campaign performance metrics, with a 17% higher email open rates and 22% increase in website conversions, supporting data-driven marketing strategies.

PROJECTS

Studying Impact of Boeing's Crash Events (Sentiment Analysis, R, Python)

Feb 2024 – Apr 2024

- Investigated the financial and economic impact of Boeing's crash events revealing a significant negative public sentiment shift post-crashes through sentiment analysis, uncovering a 11-day "price stickiness" through time-series and sentiment analysis with negative sentiment persisting post-crashes.
- Established positive correlation between Boeing and Airbus stock trends through regression analysis. Identified 10% stock decline for Boeing within 3 days post the Ethiopian Airlines crash (2019).

Analyzing LinkedIn Data to study 2023's Job Market (Tableau, R)

Oct 2023 - Dec 2023

- Compiled LinkedIn data to study industry specific salary patterns, keywords/key skills, layoffs, and job availability.
- Measured insights on 5 job role bins catering to Business Analytics and Data Science fields.

RESEARCH WORK

"Exploring the Factors behind OTC Drug Abuse: A Data Driven Approach"

Nov 2022 – Feb 2023

- Employed Exploratory Data Analysis and Predictive Analysis techniques to analyze factors responsible for OTC Drug Abuse and spot trends for multi-variate studies. Presented at "COM-IT-CON 2023".

SKILLS AND LANGUAGES

Technical Skills: R, DBMS, SQL, MongoDB, C/C++, HTML, CSS, Python, SEO

Tools/ Software: Power BI, Tableau, RStudio, Visual Studio Code, Knime Analytics Platform, Project Libre, Excel, PowerPoint, MongoDB, Google Analytics, Google Ads, Facebook Ads, Flipside, Google Suite, Canva

Analysis: Sentiment, Market Basket, Causal, Predictive, EDA, A/B Testing, Regression, Cluster, Customer Segmentation

Industry Knowledge: Market Research, Project Management, Digital Marketing, Brand Strategy, Product Management