

Janvi Gupta

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Professional Summary

Detail-oriented **Data Analyst** with experience in deriving **actionable business insights**, optimizing marketing performance, and supporting data-driven decision-making. Skilled in **SQL, Python, Power BI, Tableau**, and statistical analysis to track KPIs, analyze large datasets, and generate insights that enhance customer acquisition and profitability. Familiar with applying **machine learning techniques** such as regression and clustering for business problem-solving. Adept at working with cross-functional teams to deliver impactful analytical solutions aligned with organizational goals.

Professional Experience

Analyst | HCLTech | Oct 2023 – Present | Noida

- Designed and developed SQL queries and Power BI dashboards to track acquisition KPIs, marketing efficiency, and revenue trends.
- Conducted data cleaning, KPI tracking, and statistical analysis to identify growth opportunities and improve decision-making.
- Automated data processing workflows using Python to improve reporting efficiency and accuracy by 20%.
- Partnered with cross-functional teams to define analytical requirements and translate them into actionable reporting solutions.
- Monitored and resolved data discrepancies using tools such as Moogsoft and SolarWinds, ensuring accuracy in analytics reports.

Skills

- **Programming & Data Tools:** SQL, Python, Power BI, Tableau, MS Excel, Google BigQuery
- **Analytics & Methods:** Statistical Analysis, KPI Tracking, Data Mining, Predictive Modeling (Regression, Clustering – familiarity)
- **Data Management:** Data Cleansing, Data Validation, Reporting Automation
- **Soft Skills:** Stakeholder Communication, Problem-Solving, Collaboration, Project Coordination

Education

- **B.Tech in Information Technology** | Shri Ramswaroop Memorial College of Engineering and Management, Lucknow (2019 – 2023)
- **GATE Qualified (CS24)** | 70 Percentile

Certifications

- **Deloitte – Data Analytics Job Simulation** | Forage | 2024 – Completed tasks on data cleaning, trend analysis, and actionable insights for client case studies.
- **Power BI** | Simplilearn | 2024
- **SQL** | Simplilearn | 2024
- **MS Excel** | Simplilearn | 2024
- **Python** | Simplilearn | 2024

Projects

- **Prospect & Marketing KPI Dashboard:** Created a Power BI dashboard to monitor acquisition performance, improving strategic targeting and decision-making for leadership.
- **Revenue Forecasting Model:** Built a predictive model in Python to estimate acquisition profitability and assist in marketing investment planning.