Manu Gupta
Data Analyst

Work Ex

5 yrs

Location	Gmail ID	Linkedin Profile	Github Profile
Bengaluru, India	manu.gupta93.home	manu-gupta-007	MG9510

Work Experience

IBM | 18 months | Oct 2020 - Present

Data Analyst - Core Marketing Analytics

Work Content

As a part of the core marketing analytics team, I assist in setting the data strategy by leveraging marketing data and IBM systems to shape, direct and target marketing activities.

The tactical steps include data extraction using SQL, data wrangling, analysis and model development using Python and deploying dashboard to communicate insights to business stakeholders

Project Experience

Business Pipeline Prediction model

Developed and deployed a Random Forest model as a classifier to predict the likelihood of converting a lead to a customer from the current marketing pipeline

Audience database curation & Analytics

Build a client database centered around technology and related industries; specifically curated to extract insights to assist in IBM LinuxOne product launch.

Ecosystem Pipeline Analytics

Publish weekly/monthly marketing pipeline metrics and conduct deep dives to identify gaps in pipeline generation and/or progression

Tata Technologies | 35 months | July 2015 - May 2018

Design Engineer - Aerospace Manufacturing Services

Work Content

Client - Magellan Aerospace, tier-1 supplier of aerospace components to Airbus.

Designed CNC machining programs & zero contact inspection programs for wing components belonging to the A330, A350 & A380 class of airliners.

Responsible for creating and reviewing quality assurance documents to standardize machining process and ensure high quality deliverables in a lean manufacturing environment.

Personal Projects

CV - Web App

Converted the traditional CV into an interactive and immersive python web application

App link →

Algorithmic Trading - Web App

Extracts OHLC data for various asset classes for Yahoo Finance and identifies unique chart patterns

App link →

* Developed using HTML, CSS, Bootstrap, Python & Flask. Deployed using Docker to Google Cloud

Education

MBA

Data Analytics & Marketing

NMIMS (Mumbai)

June 2018 - May 2020

CGPA - 2.9 / 4.0

B.Tech

Industrial & Production

Manipal Institute of Technology

June 2011 - May 2015

CGPA - 8.3 / 10.0

Data Tools & Languages

Python
Proficiency - Advanced

SQL
Proficiency - Intermediate

HTML
Proficiency - Advanced

Tensor Flow
Proficiency - Basic

Flask
Proficiency - Intermediate

CSS
Proficiency - Intermediate

Scikit-learn
Proficiency - Intermediate

Dockers
Proficiency - Basic

Javascript
Proficiency - Basic