

Neha Gupta

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Profile

A highly analytical Data Analyst with **2 year of dedicated experience** transforming raw data into actionable insights and designing intuitive dashboards. Leverages SQL, Power BI, and Python to drive impactful business intelligence solutions.

Career Aspirations

Seeks a dynamic Data Analyst role to apply analytical acumen and technical skills to **uncover actionable insights that directly impact business growth**. Eager to join a forward-thinking team, utilizing data to solve challenging problems and contribute measurable value through strategic decision-making.

Skills

- **Technical:** SQL (BigQuery), vlookup xlookup hlookup, Python (Pandas, NumPy, Scipy, Scikit-learn), ETL (Airflow), Data Visualization (Power BI, Tableau), Statistics, Predictive Analytics, AI Automation
- **Tools Platforms:** AWS (S3, Redshift), dbt, Excel, Microsoft 365, Jupyter, Google Analytics, Mixpanel, Firebase

Experience

Shashank Sajwan

April 2024 – March 2025

Data Analyst Role, Noida, Uttar Pradesh

- Executed complex queries on large datasets using **SQL and BigQuery**, building robust **ETL pipelines with Python** and **Airflow** that reduced manual reporting by **60%**.
- Developed interactive **Power BI and Tableau dashboards** to monitor key performance indicators (KPIs) and performed A/B testing with **Pandas** and **Scipy** for predictive analytics.
- Analyzed behavioral metrics from **Google Analytics**, Mixpanel, and Firebase, yielding insights that directly **improved student retention by 15%**.
- **Collaborated effectively** cross-functionally with Product, Marketing, and Sales teams to drive data-driven strategies, demonstrating strong **problem-solving and teamwork** abilities.

Lambdatest

June 2023 – November 2023

Data Analyst Intern, Noida, Uttar Pradesh

- Performed in-depth analysis of user testing data using **Excel, Google Sheets, and basic SQL** to derive actionable insights for product improvement.
- Designed impactful **data visualizations** to pinpoint usability concerns and identify opportunities for platform enhancement.
- Contributed significantly to quality assurance by providing **data-driven recommendations** that enhanced overall platform performance and user experience.

Projects

Netflix SQL Data Analysis Project

- **Data Cleaning and Transformation:** Utilized **SQL functions** to manage missing data and prepare the dataset for thorough analysis.
- **Exploratory Data Analysis (EDA):** Identified compelling content trends, genre popularity, and rating distribution through advanced **SQL queries**.
- **Performance Optimization:** Implemented indexing and query optimization techniques to significantly enhance data retrieval operations, reducing query execution time by an estimated **25%**.
- **Reporting and Visualization:** Collaborated with **Power BI and Tableau** to effectively present findings, directly assisting stakeholders in strategic planning.

Netflix SQL Data Analysis Project Dashboard

- Constructed a comprehensive Netflix Data Analysis Dashboard using **Power BI and Excel**, leveraging **SQL** to analyze Netflix viewership and content trends.
- Developed insightful dashboard KPIs to provide granular insights into regional content performance, genre popularity, and subscription dynamics.

Education

Madan Mohan Malviya University of Technology

Bachelor of technology (BTech)(CGPA: 7.89/10.00), Gorakhpur, Uttar Pradesh

Certifications

- Career Essentials in Business Analysis by Microsoft and LinkedIn (Issued: 2024)
- Completion Certificate for IBM Data Analyst (Issued: June 2024)