PRATEEK RAJ GUPTA

Data Analyst

✉ prateekraj.ncr@gmail.com   📞 (+91) 9793770848   📍 Gorakhpur, UP (East)

in linkedin.com/in/prateek-raz-gupta-0544b1218   ⦿ https://github.com/Prateekraz

As a Data Analyst executing data driven solutions to increase efficiency, accuracy and utility of internal data processing. Works on Creating data regression models, using predictive data modeling, and analyzing data mining algorithms to deliver insights and implement action-oriented solutions to complex business problems.

Projects:

WhatsApp Chat Analyzer (Data extraction, sentiment analysis, visualization)

Description: Developed a Python-based tool to analyze WhatsApp chat logs for insights into messaging patterns and trends.
Technologies Used: Python, Pandas, Matplotlib, NLP (Natural Language Processing)
Key Features:
Extracted and parsed chat data from exported WhatsApp chat files.
Implemented data cleaning and preprocessing to handle various message formats.
Visualized message frequency, active hours, and user interactions using Matplotlib.
Applied NLP techniques to perform sentiment analysis and keyword extraction.
Outcome: Successfully analyzed chat data for patterns and presented findings in a report, highlighting key conversational trends and user behaviors.

Power BI Dashboard for Shopping Mall Customer Analysis

Description: Created an interactive Power BI dashboard to analyze and visualize customer data for a shopping mall with 4,000 customers.
Technologies Used: Power BI, DAX (Data Analysis Expressions), SQL, Excel
Key Features:
Imported and transformed customer data from SQL and Excel into Power BI.
Developed data models and calculated key metrics using DAX.
Designed interactive visualizations and reports to display customer demographics, purchasing behavior, and sales trends.
Implemented filters and slicers to enable dynamic data exploration.
Outcome: Enhanced the mall management's ability to make data-driven decisions, improving customer segmentation and targeted marketing strategies.

Certifications:

- Data Science & AI course certified by 'Live-Data' Institute (Dehradun).
- Data Analytics Essentials certification by Cisco Networking Academy.
- Microsoft Power BI certified by Skill Nation.

Education:
- Hemvati Nandan Bahuguna Garhwal University, Uttarakhand
- MCA (Masters of Computer Applications) 2022-2024
- MA (English)
- B. Sc (Mathematics)

Skills:
- Python (Pandas, Scikit-learn), SQL.
- Microsoft Power BI + DAX
- Advanced MS EXCEL
- Data Science Pipeline (collecting, cleansing, visualization, modelling, interpretation Statistics, Hypothesis Testing)

LANGUAGE:
- English
- Hindi