VIKAS GUPTA

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PROFILE SUMMARY

- Results-driven Data Analyst with 2 years of experience in communicating insights and implementing data-driven solutions to meet business needs.
- Proficient in SQL, Python, Power BI, and Advanced Excel, with expertise in data analysis, visualization, and process optimization.
- Skilled in implementing automated workflows, streamlining operations, and delivering measurable business impact.
- Adept at collaborating with stakeholders, tracking metrics, and presenting insights to support strategic decision-making.

RELEVANT COURSEWORK

• Power BI Developer	• Advanced Excel	• Data Mining	• Requirement Gathering
• Business Impact Analysis	• SQL Analysis	• Insights Generation	• Data Visualization Tools
• Data Analytics	• Statistics	• Python	• Data Cleaning
• Problem Solving	• Stakeholder Management	• Data Manipulation	• Data Storytelling

WORK EXPERIENCE

Associate Data Analyst/Data Analyst | Congruex, Mohali   **1/2023 – Present**

- Extracted, cleaned, and organized datasets using Excel, ensuring data accuracy and reliability for enhanced business reporting and decision making
- Collaborated with stakeholders to collect, clean, and organize large datasets using SQL and Python, ensuring 100% data accuracy and integrity for reporting.
- Automated workflows and data validation processes using Python, reducing manual intervention by **35%** and improving efficiency.
- Conducted cost optimization analysis, achieving a **15%** reduction in deployment expenses through real-time data-driven insights.
- Designed and deployed Power BI dashboards, enhancing reporting accuracy by **30%** and enabling **25%** faster decision-making.
- Leveraged advanced statistical techniques and data visualization tools to uncover trends and provide actionable recommendations to resolve data discrepancies.
- Supported cross-departmental collaboration by integrating multiple data sources into unified reports, reducing reporting time by **20%**.

PROJECTS

Sales Performance Analysis | May – June 2022 | Link

- Developed dynamic dashboards to track regional ands product-based sales, enabling strategic, data-driven decision-making and resulting in a 2.8% revenue increase.
- Implemented best practices in data visualization and problem-solving to deliver actionable insights that supported sales strategies.

Customer Analytics – US Retailer | September – October 2022 | Link

- Applied statistical methods to identify seasonal patterns, optimizing marketing campaigns.
- Conducted customer segmentation analysis, refining customer profiles to enhance marketing effectiveness and engagement.
- Delivered strategic recommendations to improve customer retention and foster long-term engagement.

Marketing Insights – Paint Industry | December 2024 – January 2025 | Link

- Designed and executed SQL queries to extract, aggregate, and analyze sales data from large-scale databases.
- Delivered actionable insights on top-performing products and regions, enabling more effective sales strategies.
- Identified key performance indicators (KPIs) to track regional performance and sales efficiency, improving overall marketing

EDUCATION

Bachelor of Technology in Electronics and Communication   **08/2016 – 12/2020**
Seth Jai Parkash Mukand Lal Institute of Engineering And Technology, **GPA 7.37/10**

SKILLS

- **Programming Languages:** Python
- **Databases:** SQL
- **Visualization Tools:** Power BI, Tableau
- **Other Tools:** Advanced Excel
- **Core Competencies:** Data Cleaning, Data Analysis, Data Modelling, Real-Time Insights Generation, Debugging, Problem Solving, Attention to Detail
- **Communication:** Strong Written and Verbal Communication Skills, Data Storytelling

CERTIFICATIONS

- Microsoft Certified: Power BI Business Analyst Associate
- Advanced Business Analytics with SQL and Python (Udemy)
- Data Visualization and Analytics Essentials (Analytics Shiksha)