Priyam Gupta

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Technical skills

Programming Languages: C++, Python, SQL.

Data Science and Analytics: Exploratory Data Analysis (EDA),Data analysis,Data Visualization, Statistical analysis, Web Scraping, and automation.

Libraries/Frameworks: Pandas, Numpy, Sqlalchemy, Matplotlib, Seaborn, Plotly, BeautifulSoup, Selenium.

Dev Tools: VS code, Google Colab, MySQL Workbench,Power BI, Microsoft Excel.

Work Experience and Internships

Data Analyst Intern *Feb 2025 – Present*

The Social Purpose Trust, Delhi,India

- Collected, cleaned, and analyzed **50,000+ data points** to extract meaningful insights, improving data accuracy and usability.
- Developed interactive **data visualizations and dashboards** to support climate initiatives and **improve decision making**.
- Automated extraction and processing of **30+ datasets** from legacy systems using **Python**, reducing manual effort significantly.
- Improved efficiency and accessibility of climate data reporting by **80%**, supporting **3+ sustainability projects**.

Research Internship *June 2024 – July 2024*

Indian Institute of Technology, Roorkee, India

- Developed a **piecewise linear approximation (PWL)** of the **GeLU activation function** with an approximation error of **less than 5%**, optimizing computational efficiency for **edge computing**.
- Conducted **theoretical analysis**, implemented the PWL technique, and evaluated real-world performance, improving deep learning inference speed while minimizing resource usage.
- Presented research findings through a **technical report and presentation**, showcasing the impact of optimized activation functions in **energy-efficient AI applications**.

Projects

Customer Acquisition Revenue Analysis *Github*

(Pandas, Plotly, sqlalchemy, MySQL, Power BI)

- Analyzed customer acquisition decline of **46%** using advanced SQL queries (CTEs, window functions) and Python (pandas, plotly) to investigate multi-dimensional data across geographic markets and revenue trends
- Discovered **$789,951** in hidden revenue through comprehensive data analysis, identifying successful premium market transformation where existing customers increased spending by **40-160%** despite reduced acquisition volume
- Developed executive dashboard with real-time KPI monitoring and interactive visualizations, providing strategic recommendations that revealed **USA market generated +$490,000 and France +$242,000 additional revenue**

US Housing App (Dashboard) *Github*

(Python, Shiny, Plotly, Pandas)

- **Developed interactive web application** using **Python Shiny framework** to analyze **3 housing datasets** with **70+ months** of time-series data, implementing on **50** US states.
- **Built dynamic dashboard** with **Plotly visualizations** featuring **3 core modules** (pricing, inventory, listings) and **real-time filtering** with state selection and date range controls
- **Deployed to shinyapps.io** with **responsive UI**, dark mode functionality, and **percentage change calculations** supporting multiple concurrent users

Education

Gurukul kangri (Deemed to be University), Haridwar, India. *Nov 2022 – Present*

Bachelor of Technology , Computer Science and Engineering

- CGPA: 8.51 (Till 5th Semester)