

Shrasti Gupta

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Profile

Data-driven AI enthusiast with strong analytical and business development skills. Proven ability to analyze market trends and create AI-driven solutions that foster business growth and client engagement. Expertise in market research, team performance enhancement, and relationship building. Highly adaptable, with a passion for solving complex business problems through technology.

Education

Medi-Caps University, Indore, India *B.Tech in Computer Science and Business Systems* 2020–2024

CGPA: 8.93

Kids Garden School, Shivpuri, M.P. *Class XII, PCM* 2019–2020

Percentage: 86.8%

Kids Garden School, Shivpuri, M.P. *Class X* 2017–2018

Percentage: 86%

Work Experience

Bacancy Services Pvt. Ltd. *Business Development Executive* March 2024–September 2024

- Increased client acquisition by **15%** through targeted outbound marketing strategies.
- Achieved **25%** higher lead conversion by qualifying prospects and improving communication.
- Conducted in-depth market research and competitive analysis, resulting in the launch of **3 new service offerings** that contributed to a **15% increase in annual revenue**.
- Identified new market opportunities, leading to a **10%** increase in clients and strengthening the company's position in the industry.

Skills

Technical Skills

- Data Analysis: Power BI, SQL, MS Excel, Snowflake
- Web Development: HTML, CSS, Core JavaScript
- IT Solutions, Market Research

Soft Skills

- Communication, Team Collaboration
- Adaptability, Negotiation, Leadership
- Problem Solving, Time Management

Position of Responsibility

NSS Club, Medi-Caps University *NSS Volunteer* 2021–2024

- Led eco-friendly initiatives including tree plantation and waste management.
- Organized social welfare events, blood donation drives, and health check-ups for the community.
- Promoted sustainable practices and social awareness through campus-wide rallies and events.

Personal Projects

Portfolio Website

- Designed and developed a **responsive website** showcasing a **digital portfolio** of skills, talents, and achievements.
- Created an intuitive user interface, enhancing visitor engagement by **30%** and ensuring **100% mobile responsiveness** for a seamless experience across devices.
- **Technologies Used:** HTML, CSS, Core JavaScript

Zomato Dashboard

- Developed an interactive Power BI dashboard for Zomato, tracking key metrics such as **orders (increased by 15%)**, **average ratings (improved by 10%)**, and **customer demographics (across 5 key regions)** to drive actionable insights for decision-making.
- Provided data visualizations that helped **boost user engagement by 20%** through clearer insights into customer preferences and behaviours.
- **Technologies Used:** Power BI, DAX, Data Visualization

Strengths

- Strong problem-solving and analytical abilities.
- Ability to adapt to any working environment.
- Positive attitude, resilience, and perseverance.
- Excellent relationship-building and networking skills.

Certifications

Placement Training and Networking Course [Younity.in](#)

- *Specialized in networking, personality development, corporate communication, and LinkedIn optimization.*

Blue Prism Training (Robotic Process and Automation)

- *Blue Prism is a leading Robotic Process Automation (RPA) software platform used to automate repetitive tasks and processes.*

Web Development Course *(I.I.C. (Indore Institute of Computers))*