SHUBHAM GUPTA

Data Analyst | AI & Data Science Enthusiast

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CAREER SUMMARY:

Data Analyst with experience in data analysis and visualization. Proficient in Python, SQL, and business intelligence tools such as Power BI and Tableau. Passionate about leveraging data-driven insights to solve real-world problems and optimize business decisions. Currently enhancing expertise in machine learning and data science to develop predictive analytics and automation solutions. Strong analytical thinker with experience in data storytelling, EDA, and database management.

WORK EXPERIENCE:

Data Analyst Apprentice
NTech Global Solutions | [6 Months]

- Cleaned, analyzed, and visualized datasets to provide actionable insights.
- Built interactive dashboards for business intelligence and performance tracking.
- Worked with MySQL databases to store and retrieve structured data.
- Assisted in data-driven decision-making by analyzing trends and customer behaviors.

EDUCATION:

K P B Hinduja College | Mumbai | 8.61 CGPA
Bachelor of Computer Application - 2024

Sheth Vidya Mandir College of Science and Commerce | Palghar | 87.50%
Maharashtra State Board, HSC (Computer Science) - 2021

Blooming Bud's English High School | Palghar | 70.40%
Maharashtra State Board, SSC – 2019

SKILLS:

- Proficient in programming languages such as Python with expertise in libraries like Pandas, NumPy, Seaborn, and Matplotlib for data manipulation and visualization.
- Experienced in SQL for database querying and management using MySQL.
- Adept at building data visualizations with Power BI and Tableau to generate actionable insights.
- Skilled in data cleaning, EDA, and statistical analysis to drive business intelligence.
- Strong problem-solving skills and ability to derive actionable insights from data.
- Ability to create interactive dashboards and reports for business intelligence.
- Familiar with tools like Excel and Jupyter Notebook for comprehensive data analysis and reporting.
- Currently learning machine learning and data science to strengthen predictive modeling and automation skills.

RELEVENT PROJECTS:

1. **Sales Dashboard**

   - Developed a dynamic Sales Dashboard using Power BI to visualize sales performance.
   - Included key metrics such as revenue, profit margin, sales growth, and customer segmentation.
   - Integrated data from multiple sources and used DAX for advanced calculations.
   - Designed interactive dashboards with filters and drill-down functionality.
   - Conducted data analysis to identify sales trends and improve decision-making

2. **EV Vehicles Analysis**

   - Analyzed Electric Vehicle (EV) market trends, adoption rates, and sales growth.
   - Designed an interactive Tableau dashboard to visualize market share, top manufacturers, and growth forecasts.
   - Collected and cleaned EV market data from public sources such as government databases and Kaggle datasets.
   - Used Tableau calculated fields and parameters for advanced visualizations.

3. **OTT Content Distribution Strategy Analysis**

   - Analyzed content distribution strategies of OTT platforms.
   - Extracted insights on viewer preferences and content performance.
   - Identified trends in content consumption and user engagement.
   - Used SQL and Python to process and analyze large datasets.

4. **YouTube Video Analysis (Trending Videos)**

   - Conducted Exploratory Data Analysis (EDA) on trending videos.
   - Identified key factors contributing to video virality using Seaborn and Pandas.
   - Analyzed video engagement metrics to understand audience interaction.
   - Provided insights into content strategies for increasing engagement.

HOBBIES:

- Exploring data science and AI advancements.
- Physical activity like playing indoor and outdoor games.
- Enjoy traveling in nature and exploring new cultures.