Sushmita Gupta DATA ANALYST

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Data Analyst with 3+ years of experience delivering data-driven digital transformation and strategy projects across **logistics and financial services**. Adept in **stakeholder engagement, Agile delivery, and cross-functional collaboration.** Proven ability to define user stories, develop business cases, optimize processes, , coordinate and analyse complaints/errors data and align business needs with technology solutions. Passionate about enabling innovation, risk reduction, and driving customer care initiatives through **data analytics** and **client-focused delivery**.

SKILLS:

- **Data Analysis & Reporting:** Data Modelling, ETL (Extract, Transform, Load) Processes, Data Cleaning, Statistical Analysis, Data Interpretation, Data Visualization, Trend Analysis, Data Transformation, Microsoft Dynamics 365, Salesforce, PowerPoint.
- **Tools & Platforms:** Power BI (DAX, Power Query), Tableau, SAP, Salesforce, MySQL, PostgreSQL, Excel (Pivot Tables, Macros), Python (Pandas, Plotly, PySpark), QlikView, SharePoint, SQL Teradata
- **Soft Skills**: Proactive mindset, attention to detail, strong communication, cross-functional collaboration

EDUCATION:

Master of Science in Data Analytics | National College of Ireland, Dublin | 2:1   *Sep 2023 – Aug 2024*
Modules: **Business Intelligence & Business Analysis, Predictive Data Analytics**, Data Mining & Machine Learning, Database & Analytics Programming, Data Modelling, Simulation & Optimisation, Forecasting, Statistical Models & Mathematics.

- <u>Logistics Optimization for Sustainability (Msc Final Year Project):</u> Developed a logistics route optimization model using ML techniques, leading to a potential 97% reduction in carbon emissions. Conducted EDA and data preprocessing on 42,000 UPS locations to enhance sustainability and renewable energy in last-mile delivery. **Tools: Python, Power BI.**
- <u>Power BI Netflix Performance Dashboard:</u> Developed a dashboard to visualize financial metrics utilizing Excel and **Power Query** for data cleaning and preparation. Presented insights to a diverse audience, receiving positive feedback for clear communication and enabling data-driven discussions. **Tools: Power BI, Advanced Excel, SQL**.

Bachelor of Computer Science Engineering| Vidyalankar Institute of Technology, India | 1:1   *Aug 2018 – June 2022*

PROFESSIONAL WORK EXPERIENCE:

Data Analyst: DTDC Express Limited, Mumbai, India   *July 2022 – Aug 2023*
A leading logistics company providing courier services.

- **Designed and build metrics**, interactive reports and dashboards using **Tableau** to track performance, reduced manual tracking efforts resulting in a 30% improvement in team efficiency and project outcomes.
- **Collaborated with cross functional teams** (Technical Operations, Sales, CRM) to analyse trends and deliver actionable insights, contributing to a 20% improvement in customer satisfaction.
- Managed key accounts with **effective communication** leading to a 15% increase in revenue, and a 10% rise in Customer Experience by identifying service bottlenecks and collaborating with clients to streamline operations.
- Performed **ad-hoc data analysis** for customer care data to identify business discrepancies and provide analytical solutions and prepared reports for senior committees for a critical live project with Futwork (a tele-calling specialist), and coordinating with teams to implement corrections and optimize dashboards which contributed to a 25% increase in service provider value.
- Documented **user stories, tested outputs, and supported full Agile lifecycle** delivery including design, testing, and deployment phases and contributed to internal technology strategy by identifying pain points and automation of workflows.

Data Analyst: TSS Consultancy Pvt Ltd, Mumbai, India   *June 2021 – May 2022*
A leading technology solutions company which is focused on fighting financial crime and simplifying operations.

- **Engineered data validation** workflows using Python and SQL, processing 500,000+ records monthly from anti-money laundering (AML) systems, contributing to **fraud prevention and regulatory compliance.**
- **Collaborated with clients** to understand business objectives and translated them into data-driven solutions, enhancing reporting accuracy by 60% and **created process maps and business documentation** for workflows.
- Collaborated in **Agile sprints**, prioritized product backlogs, and performed UAT for data validation processes.
- **Delivered insights and strategy support** for regulatory reporting speed by 60%, ensuring alignment with compliance requirements impacting complaints and error resolution processes.

Data Analyst Intern: Ajay Vijay Knit Industries, Mumbai, India   *April 2020 – May 2021*
A textile manufacturing company specializing in high-quality knitted fabrics and apparel, catering to diverse market demands.
- **Supported process optimization** projects across production and supply chain systems using **Excel and Google Sheets**.
- Developed dashboards using **Advanced Excel** to monitor inventory, vendor performance, and quality metrics.
- Mapped current-state to future-state processes, reducing waste and **improving data transparency.**

CERTIFICATIONS:

- **SAP SuccessFactors** Employee Central (Beginner to Guru)   **April 2025**
- **Agile Fundamentals:** Including Scrum & Kanban, Project Portfolio Management (PPM)   **April 2025**
- **Google Business Intelligence** Professional Certificate.   *In Progress*
- **Accenture North America** Data Analytics and Visualisation Job Simulation.   *September 2024*
- **PwC** Power BI in Data Analytics Virtual Case Experience.   *September 2022*
- **Microsoft** Excel from Beginner to Advanced (Udemy*).*   *August 2022*

OTHER EXPERIENCE:

Deli Assistant: Spar, Dublin, Ireland   *Oct 2024 – Present*
- *Sales and Waste Analysis (Personal Project):* Identified a real-world problem which working at Spar, Deli and developed a **data-driven dashboard** by creating a **dataset** based on real-world operations and conducted data validation, error checks, and cleanup activities to maintain high-quality standards to analyse daily sales, production, and waste trends for Spar Deli's hot counter. Applied **Python, Excel and Power BI with advanced DAX calculations and Drill through filters** for data visualization, identifying cost-saving opportunities and waste management.