

# Sushmita Gupta

DATA ANALYST

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**Data Analyst with 3+ years of experience** specializing in **business intelligence, data modelling, and supply chain analytics**. Proven expertise in monitoring KPIs such as **forecast accuracy, stock coverage, and on-time delivery across logistics operations**. Skilled in Power BI (DAX, Power Query, Power Automate), Python, SQL, and stakeholder reporting. Adept at ensuring data reliability, identifying root causes, and driving insights through multidimensional data analysis.

## SKILLS:

- **Business Intelligence & Reporting:** Power BI (DAX, Power Query, Power Automate), Tableau, Advanced Excel, Data Modelling, Root Cause Analysis, Forecast Accuracy, Trend Identification, data platform design, testing, managing
- **Tools & Languages:** Python (Pandas, Plotly), SQL (MySQL, PostgreSQL), Snowflake, Azure, AWS, GCP, Multidimensional Data Structures, Data Consistency, Data Warehousing, Agile (Scrum), Client-Facing Communication, Stakeholder Reporting

## EDUCATION:

**Master of Science in Data Analytics** | National College of Ireland, Dublin | **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.

**Bachelor of Computer Science Engineering** | Vidyalankar Institute of Technology, India | **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 built** interactive dashboards and performance metrics using Power BI, reducing manual reporting efforts and improving team efficiency by 30%.
- **Took ownership of the reporting analytics roadmap**, proactively developing custom solutions and acting as the pivot for data needs across Technical Operations, Sales, and CRM teams.
- **Collaborated cross-functionally** to identify trends, conduct root cause analysis, and drive actionable insights resulting in a 20% improvement in customer satisfaction and a 10% boost in experience scores.
- **Led key account reporting** and streamlined service operations, increasing revenue by 15% and resolving delivery bottlenecks through direct client collaboration.
- Delivered **ad-hoc and scenario-based analysis** for high-impact projects (e.g., with Futwork), optimizing dashboards and contributing to a 25% improvement in partner value.

**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 in **Agile sprints**, prioritized product backlogs, and performed UAT for data validation processes.
- **Delivered client-facing data analytics solutions**, translating business objectives into data-driven reporting and insights for compliance and fraud detection.

**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.*

- **Developed dashboards using Excel** to monitor inventory and vendor metrics across supply chain. Supported data transparency and process mapping initiatives.

## 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**

## PERSONAL PROJECTS:

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- **Sales Analytics Data Warehouse**: Built an end-to-end data warehouse using SQL Server and Snowflake, implementing ETL pipelines for ingestion and transformation of sales, customer, and product data and created OLAP queries for trend and category analysis and visualised KPIs. **Tools: SQL Server, Snowflake, ETL, OLAP, Dimensional Modelling, Power BI.**
- **Spar Sales and Waste Analysis**: Identified a real-world problem while 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. **Tools: Python, Power BI.**
- **Logistics Optimization for Sustainability (Msc Final Year Project)**: 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.**
- **Power BI Netflix Performance Dashboard**: Conducted multidimensional and hierarchical data analysis to support business storytelling through KPI dashboards using Excel and **Power Query** for data cleaning and preparation. Presented insights to a diverse audience, receiving positive feedback for clear communication. **Tools: Power BI, Advanced Excel, SQL.**