Aarushi Gangta

LinkedIn : linkedin.com/in/aarushigangta
GitHub: github.com/aarushigangta

Email: aarushigangta@gmail.com
Mobile number: +918626976078

Education

VIT Bhopal University *B.Tech in Computer Science*   *Oct 2022 –Oct 2026*
- GPA: 8.55/10

DAV Public School, Saraswati Nagar *12th grade*   *Feb 2021 - May 2022*
- Percentage: 91.2

Skills

- **Programming Languages** Python, SQL
- **Libraries:** Pandas, NumPy, Matplotlib
- **Tools and Software:**Power BI (DAX, Power Query),Excel (Pivot Tables, Lookup Functions), MySQL

Projects

YouTube Content Opportunity Analyzer   *Jan 2026*
- A data-driven tool to help businesses and creators identify opportunities by analyzing 8,000 videos across 8 genres, measuring engagement patterns, market saturation, and growth potential.
- Extracted data via YouTube API v3, cleaned and engineered features in Python, and stored aggregated metrics in MySQL for monthly trends, ROI potential, and channel tier analysis.
- Created a 3-page Power BI dashboard that turns data into clear insights to guide content strategy and prioritize growth opportunities
- **Tech Stack:** Python, MySQL, Pandas, Matplotlib, Seaborn, YouTube API v3, Power BI

USA Regional Sales Analysis   *Nov 2025*
- A data analysis on Acme Co.'s 2014–2018 sales data, covering sales performance trends, product profitability analysis, channel distribution, regional market performance, and customer revenue patterns.
- Integrated and cleaned 5 datasets and engineered features including profit margins and time-based metrics, created 10+ data visualizations to analyze sales trends, product performance, channel distribution, and regional markets using Matplotlib and Seaborn
- Built 3-page Power BI dashboard with executive KPIs, trend analysis, product rankings, channel distribution charts, customer segmentation, and regional performance metrics with interactive filters
- **Tech Stack:** Python, Pandas, NumPy, Matplotlib, Seaborn, Power BI, Jupyter Notebook

Employee Presence Insights Dashboard   *Sept 2025*
- Designed a Power BI dashboard tracking attendance and weekly performance of 90+ employees to improve operational efficiency.
- Automated KPI calculations and structured HR datasets using Power Query and DAX for accurate, consistent reporting.
- Created trend line visualizations and day-of-week analysis, revealing an average presence rate of 91.83%, a 10% WFH rate, and weekly attendance patterns.
- **Tech Stack:** Power BI, Power Query, DAX, Excel

Extracurricular Activities

Operational Manager — AI Club, VIT Bhopal University   *March 2024 - March 2025*
- Managed day-to-day operations for 60+ member club focused on artificial intelligence and machine learning.
- Organized workshops, guest lectures, and hands-on coding sessions to enhance members' understanding of AI technologies.
- Maintained structured documentation and coordinated project planning activities across teams