

# Aarushi Gangta

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## Education

<b>VIT Bhopal University</b> <i>B.Tech in Computer Science</i>	<i>Oct 2022 - Oct 2026</i>
◦ GPA: 8.55/10	
<b>DAV Public School, Saraswati Nagar</b> <i>12th grade</i>	<i>Feb 2021 - May 2022</i>
◦ Percentage: 91.2	

## Skills

- **Programming Languages:** HTML, CSS, Python, Java, SQL
- **Libraries :** Pandas, NumPy, Matplotlib, Scikit-Learn
- **Tools and Software :** Power BI, Microsoft Excel, PowerPoint, MySQL
- **Soft Skills:** Detail-oriented, Outcome-focused, Time management, Communication.

## Projects

<b>YouTube Content Opportunity Analyzer</b>	<i>Jan 2026</i>
◦ 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.	
◦ Developed a 4-page Power BI dashboard with 12+ visualizations, including trend analysis, competitive positioning charts, engagement breakdowns, and scenario comparisons to guide content strategy.	
◦ <b>Tech Stack:</b> Python, MySQL, Pandas, Matplotlib, Seaborn, YouTube API v3, Power BI	
<b>USA Regional Sales Analysis</b>	<i>Nov 2025</i>
◦ 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	
◦ <b>Tech Stack:</b> Python, Pandas, NumPy, Matplotlib, Seaborn, Power BI, Jupyter Notebook	

<b>Employee Presence Insights Dashboard</b>	<i>Sept 2025</i>
◦ A Power BI dashboard for HR analytics that tracks the attendance patterns of more than 90 employees across three months.	
◦ Performed data transformation and cleaning using Power Query to handle date formatting, calculated columns and aggregations for daily attendance tracking.	
◦ 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.	
◦ <b>Tech Stack:</b> Power BI, Power Query, DAX, Excel	

## Extracurricular Activities

<b>Operational Manager — AI Club, VIT Bhopal University</b>	<i>March 2024 - March 2025</i>
◦ 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.	