

# Aarushi Gangta

LinkedIn : [linkedin.com/in/aarushigangta](https://www.linkedin.com/in/aarushigangta)

GitHub: [github.com/aarushigangta](https://github.com/aarushigangta)

Email: [aarushigangta@gmail.com](mailto:aarushigangta@gmail.com)

Mobile number: +918626976078

## Education

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**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

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- **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

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### **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.
- 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.
- **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*

- 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.
- **Tech Stack:** Power BI, Power Query, DAX, Excel

## Extracurricular Activities

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### **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.