ADITI GUPTA

+(91)-7042937800 | aditi.gupta1109@gmail.com | LinkedIn | Female, 20 years

EDUCATION

B.Tech (Mechanical Engineering)	2022 – 2026	Netaji Subhas University of Technology, Delhi	8.19 / 10.0
CBSE (Class XII)	2022	Sri Venkateshwar International School	92.8%
CBSE (Class X)	2020	Sri Venkateshwar International School	95.2%

WORK EXPERIENCE

Data Analyst Intern | Zopper | Noida   *(May'25 – Jul'25)*
- Improved claims processing turnaround time by **71%,** enabling the operations team to pre-allocate resources using the forecast; model accurately **predicted 15,000 claims vs. 14,821 actuals,** outperforming prior ARIMA-based estimates **by 25%.**
- **Transformed 1.7M+ rows** of sales and claims data in Excel to identify **seasonal demand peaks** and service centre shortages in operations.
- Developed a regional claims forecasting model in python using **Darts**, **Regression,** and **moving average** with **97% accuracy.**
- Designed a **Tableau Dashboard** to display predicted claims by state and product category for strategic decision making.

Product Analyst Intern | Americana Foods | Abu Dhabi (Remote)   *(May'24 – Jul'24)*
- Analysed **75K+** sales records from **150+** Abu Dhabi outlets to trace patterns in prolonged cash drawer activity flagged by **Aloha Spy.**
- Identified promo code orders as the **root cause** of delays; validated employee-led cash theft by syncing **96-hour CCTV logs** with transaction timestamps using **FFmpeg.**
- Built a **real-time system** with backend engineers to auto-flag suspicious orders and link CCTV clips, cutting manual fraud checks by **80%.**

Digital Content Creator| 50+ Brands Collaboration   *(Oct'24 – Present)*
- Built a community with **3M+ monthly reach** and **30K avg. views per reel**, tailoring content to an **80% female audience** through data-driven insights and **storytelling**.
- Curated and produced branded content for **Flipkart, EatClub, Lenskart,** and others—aligning with each **brand's value proposition** and **CTA**; campaigns averaged **20K views**, achieved a **7% engagement rate**, and were optimized for **Meta Ads**.

ACADEMIC PROJECTS

Fairplay in Online Monetary Games | User Research | Think Change Forum & Prof. Ritu Sibal *(Mar'24 – Mar'25)*
- Conducted and analysed a **300+ player survey** across Winzo, Ludo Coffee, and Zupee, studying patterns in bet denominations, opponent names, game frequency, and platform usage.
- Co-authored a published research paper concluding that **bet denominations significantly influence gameplay**, under the guidance of Sanjaya Baru **(ex-Media Advisor to the PMO)** and Prof. Ritu Sibal (HOD of CSE dept. at NSUT).

E-commerce Analytics Dashboard   *(Jun'24)*
- Designed an interactive **Power BI dashboard** for a pilot segment of **3K Myntra orders (200 products, 500 customers)** from Jan–Jun 2025, integrating **sales, customer review**, and **A/B campaign** data into a star schema.
- Uncovered a **15 % conversion-rate** uplift from the winning banner in a **Flash Summer Sale A/B test** and highlighted top categories driving **₹2.8 L** in simulated revenue.

POSITIONS OF RESPONSIBILITY

Vice President | Enactus NSUT   *(Mar'25 – Present)*
- Spearheading a team of **80+ members**, impacting **500+ lives** with **4 social entrepreneurship projects**.
- Revamped **Project CLAIR- a low-cost air purifier** and secured **1st position** at Enactus India Nationals'23; received grants worth **2,50,000+.**
- Expanded **Project Agni**; made **5+ upcycled products** utilizing decommissioned fire hoses, generating a revenue of **INR 3 lakh+.**
- Co-founded **Project Srijan** under **Enactus' Agro-Waste Vertical**, developing eco-friendly **seed paper** for creative and sustainable use.

Director | Alumni Association   *(Jan'24 – Present)*
- Led and interviewed a **40+ member team** across NSUT to launch **Nalum, the official student-alumni platform.**
- **Organized alumni speaker sessions** and collected feedback from **300+ early users** through surveys to improve platform usability.
- Analysed **click-through rates, user acquisition, and demographics**; found alumni users were dropping off. Recommended changes including **LinkedIn profile previews, a recommendation engine, and a blog section** to make the platform more interactive.

Head of Sponsorships & Collaborations | Moksha – Innovision 2024 – NSUT'S flagship tech-cultural festival *(Jan'24 – Mar'24)*
- Partnered with **20+** brands like **Redbull, Slick (60K+ downloads delivered), PayTM, CocaCola, Philips, IGL, ONGC** etc.
- Negotiated partnerships with **30+ food brands** to set up stalls and ensured average profitability of **15%.**
- Onboarded **10+ social media influencers** to promote and conduct public interaction.

CERTIFICATIONS AND ACHIEVEMENTS

- Data Analyst Bootcamp By Alexander Freberg
- Presented and secured **1st position** at Enactus Nationals (Early Stage) held at IIT Delhi.   *(1/400+ UG & PG Teams)*
- **1st Position** in Enactus Race for Climate Action'22   *(1/450+ UG & PG Teams)*
- **1st Position**, Case Study Competition at Thapar Institute of Engineering & Technology   *(1/50+ UG Teams)*

OTHER INFORMATION

- **SKILLS:** SQL, MS Excel, Power BI, Tableau, Python, Pandas, PowerPoint, Canva
- Rope Skipping (Delhi State Rope Skipping Championship), Fine Arts, Dance