Aeshna Gupta

Senior Analyst, Data Science

Business-minded data analyst with a demonstrated ability to deliver valuable insights via data analytics and advanced data-driven methods. Passionate about explaining data science to non-technical business audiences

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WORK EXPERIENCE

Senior Analyst- Dell Global Analytics
Dell Technologies

05/2022 - Present

- Gathered and sorted quantitative data for the development of customer relationship management (CRM) systems and databases
- Developed NLP model to assist the sales team in understanding order cancellation reasons
- Developed and implemented statistical data analysis to increase customer acquisition in the past quarter
- Created SSIS packages & to extract data from multiple databases
- Presented data models to top executives to demonstrate financial performance and predict growth

Data Business Analyst -LTV Customer Loyalty
Dell Technologies

09/2021 - 05/2022

- Building a customer loyalty- LTV and segmentation using B2B customer online browsing behaviour, purchase pattern & customer feedback (qualitative & quantitative).
- Conducted business analysis to understand business requirements to translate into conceptual design.
- Analyzed and produced KPI reports allowing to monitor feedback and revenue of customers(channel, affiliated, alliance) closely.
- Led sessions on the reports developed and presented it to the management for approvals.

Software Engineer-Online CSAT
Dell Technologies

07/2020 - 01/2022

- Design and build *Text analysis dashboard* using unsupervised models LDA, NMF to help stakeholders understand customers through their verbatims.
- Developed NLP models using Python to uncover topics, sentiments, emotions, trend in unstructured customer remarks.
- Refined user experience and gathering data from queues while increasing customer operations satisfaction.
- Increased the customer footfall on the tool by 45% in 6 months with an average retention rate of 60%.

EDUCATION

B.tech
Indira Gandhi Delhi Technical University for Women

08/2016 - 06/2020

- Information Technology

SKILLS

Data Visualization | Machine learning

Pattern Recognition | Predictive Analysis

Data Preperation | Data modeling | Decision Analytics

Programming | Critical-Thinking | Streamlit

Research, Reports and Forecast | Communication | SQL

Quantitative Market analysis

ACHIEVEMENTS

Awarded the "Leadership Award" for my work on Topic modelling dashboard (07/2021)

Stood 3rd as a team In Dell CMR competition (10/2021)

PERSONAL PROJECTS

Future Daily Sales Prediction of Stores using Facebook Prophet
- Identified and measured outliers and factors impacting store sales

Employee Attrition Prediction using LR, RF & ANN
- Predictive model will help HR managers to understand their employees better

Credit card fraud prediction using AutoML, S3, Airflow (08/2022 - 10/2022)
- Classification modeling using AutoML, Mlflow, S3 browser, BYOC, AIrflow to identify and reduce fraud credit card transaction payments

CERTIFICATES

Deep Learning with Keras & Tensorflow (11/2021 - Present)

Certification for Online Quantitative Market Research (01/2022 - Present)

Statistics for Data Science and Business Analysis (08/2022 - Present)

A/B testing in Python (09/2022 - Present)

PURSUITS & INTERESTS

Volunteering | Photography | Music

Digital Illustration | Blogging