**Akriti Gupta**

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**Summary:**

Data-driven and detail-oriented aspiring Analyst with experience in **predictive analytics**, and **platform-wise performance analysis**. Skilled in extracting and processing large datasets, identifying **revenue growth opportunities**, and building **interactive dashboards** using Power BI and Excel. Proficient in SQL and Python for **KPI trend analysis**, with a strong interest in statistical modeling and **marketing analytics**. Quick learner, adaptable, and passionate about turning data into meaningful business insights.

**CERTIFICATIONS:**

* **Tata Group** – Data Visualization: Empowering Business with Effective Insights (Forage)
* **Deloitte Australia** – Data Analytics Virtual Job Simulation (Forage)
* **Microsoft Learn** –  
  ▪️ Business Intelligence & Analytics for Dynamics 365  
  ▪️ Fundamentals of Data Visualization  
  ▪️ Modern Analytics using Excel and Power BI

**Skills:**

* Data Analysis & Reporting: SQL, Power BI, Advanced Excel, Python (Pandas, NumPy, Matplotlib)
* Insight Generation & Trend Identification: Customer behavior analytics, forecasting, cancellation/root-cause analysis
* Data Visualization Tools: Power BI, Tableau, Excel Charts
* Business Decision Support: KPI dashboards, strategic analysis, operational reporting
* Soft Skills: Analytical thinking, communication, stakeholder collaboration, attention to detail

**EXTRA PROJECTS:**

**OLA Data Analysis Project | SQL | Power BI**

* Created Power BI dashboards and SQL reports to identify **revenue-impacting ride cancellations**.
* Optimized reporting pipeline and reduced cancellation rates by 10% with insights.

[Link..](https://github.com/akritigupta781/OLA-Project)

**Hospital Dashboard Project | Power BI**

* Analyzed patient and financial datasets to improve **platform performance visibility**.
* Designed real-time dashboards that supported operational decision-making.

[Link..](https://github.com/akritigupta781/Hospital-Dashboard)

**PROFESSIONAL EXPERIENCE:**

**ENEXPERTS CONSULTING GROUP (ECG), Noida Jun 2024 – Dec 2024**

**Data Analyst Intern**

* Analyzed multi-source data to generate **predictive insights** for business stakeholders.
* Built SQL queries and Power BI dashboards to monitor **platform-wise performance metrics**.
* Identified data anomalies and validated metrics to ensure **accurate business reporting**.
* Reduced manual reporting efforts by 30% through process automation.

**MAVALORE INFOTECH PVT LTD, Noida Mar 2024 – Jun 2024**

Product Management Intern

**CANVAS IDEA, Noida, Sep 2023 – Jan 2024**

Project Coordinator

**RNCOS Business Consulting Services, Noida Mar 2023 – Apr 2023**

Business Development

**Education**

**ITS College of Professional Studies, Greater Noida, UP**

Bachelor of Business Administration (BBA), Specialization in Finance

**Jawahar Navodaya Vidyalaya, Greater Noida, Dadri**

12th – Commerce with Computer Science

**EXTRACURRICULAR & VOLUNTEER WORK:**

* **Event Volunteer, Tech Fest 2023:** Managed registrations for 300+ participants and coordinated technical workshops.
* **Content Creator, College Magazine:** Contributed articles and improved reader engagement by 15%.
* **Alumni Meet** – School Event Management Team: Coordinated logistics for 100+ alumni, managed guest registration, seating, and hospitality. Worked closely with teachers and volunteers to ensure seamless event execution.