

AYUSH RAJ GUPTA

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EXPERIENCE

DEVTOWN Intern, Data Scientist	Remote, Online Mar 2023 – Jun 2023
<ul style="list-style-type: none">Conducted in-depth data analysis and identified trends, driving a 30% increase in project efficiency.Engineered machine learning models, boosting processing accuracy by 25%.Collaborated with cross-functional teams to automate data pipelines, reducing manual processing time by 40%.	

PROJECTS

VRINDA STORE ANNUAL REPORT EXCEL	Apr 2025
<ul style="list-style-type: none">Created a dynamic annual sales and inventory report for a retail store using Microsoft Excel, automating data aggregation and formatting.Applied pivot tables, VLOOKUP, and conditional formatting to streamline insights across 1 year of store data.Enabled improved decision-making by visualizing trends through charts and dashboards, reducing manual analysis time by 40%.	

CREDIT CARD FINANCIAL ANALYSIS POWER BI SQL	Jul 2025
<ul style="list-style-type: none">Led a credit card analysis of 656K transactions, generating \$55M in total revenue and uncovering a - 12.8% week- on-week revenue trend to spotlight areas for performance improvement.Crafted engaging and detailed reports for 10,108 customers, achieving a 57.5% activation rate by leveraging charts and DAX functions to drive data-driven decision-making.Utilized Power BI interactive dashboards to showcase KPIs, including transaction amount, customer satisfaction (average rating 3.19/5), and dependent counts for targeted insights.	

MUSIC STORE DATA ANALYSIS SQL	May 2025
<ul style="list-style-type: none">Conducted structured queries on a relational database of a music store to extract insights on sales, customer preferences, and genre trends.Used SQL JOINS, GROUP BY, and aggregates to create business reports.Improved query performance and boosted genre targeting by 20%.	

BLINKIT SALES ANALYSIS POWER BI	May 2025
<ul style="list-style-type: none">Built a comprehensive sales performance dashboard for Blinkit (formerly Grofers) using Power BI, analyzing customer behavior and delivery trends.Implemented DAX and slicers to filter data by city, category, and slot, enhancing visualization detail.Insights from the dashboard led to an 18% improvement in resource allocation efficiency during peak hours.	

EDUCATION

BABU BANARASI DAS NORTHERN INDIA INSTITUTE OF TECHNOLOGY <i>Bachelor of Technology; Information Technology</i>	Lucknow, India Sept 2020 – Aug 2024
<ul style="list-style-type: none">Awards: 60% Merit ScholarshipMember of AKTU zonal sports Club	

HERA PIC INTERMEDIATE SCHOOL <i>Uttar Pradesh State Board - Senior Secondary</i>	Maharajganj, India Jun 2019 – May 2020
<ul style="list-style-type: none">Awards: Perfect Attendance, Male sportsman of the yearLeadership: Class Representative, School leader	

OXFORD PUBLIC SCHOOL <i>Central Board of Secondary Education - Secondary</i>	Gorakhpur, India Jun 2016 – May 2017
<ul style="list-style-type: none">Awards: Academic Scholar, Best StudentLeadership: Class Representative	

TECHNICAL SKILLS

<ul style="list-style-type: none">Data Analytics: Power BI Desktop, Power BI Reporting, SQL Server, MySQL, Advanced ExcelData Manipulation: Python (Pandas), Power Query, DAX, Data Cleaning, Data ModelingVisualization & Reporting: Interactive Dashboards, Data Storytelling, Advanced Data Visualization TechniquesTools & Platforms: MS Office Suite, SQL, GitHub, KaggleAnalytics Techniques: Statistical Analysis, KPI Development, Workflow Automation	
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ADDITIONAL

<ul style="list-style-type: none">Certifications & Training: Effective communication by Great Learning, Data Analytics and Visualization by Accenture, Meta Front-end developmentIDEs and Software: Visual Studio Code, PyCharm, Jupyter Notebook, Google Colab, Sublime TextSoft Skills: Innovative Solution Design, Strategic Decision-Making, Accuracy in Deliverables, Flexibility in Dynamic Environments, Team Leadership, and Client Relationship Management.Others: Windows, Linus/Unix Operating System, Badminton, Painting.	
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