

DISHA GUPTA

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Data Analyst with hands-on experience in data visualization, statistical analysis, and dashboard development using Python, SQL, and Power BI. Passionate about turning data into actionable insights through clean, interactive, and impactful visualizations.

EXPERIENCE

Virtual Internship Trainee – Tata Data Visualisation: Empowering Business with Effective Insights (Forage)

Duration: July 2024 – April 2025

Key Responsibilities & Achievements:

- Completed practical business tasks focused on framing scenarios, selecting appropriate visuals, and communicating insights.
- Gained hands-on exposure to data visualization techniques aligned with business goals.
- Developed professional-level deliverables using Power BI and data storytelling strategies.
- Strengthened ability to present insights clearly for strategic decision-making.

PROJECTS

Sales Analytics Dashboard | Power BI

[View Project](#)

- Designed an interactive Power BI dashboard to analyse sales performance, profitability, top products, channels, and regional trends using real-world data.
- Built **KPI cards** for Total Revenue, Profit, and Profit Margin, along with monthly sales trends and forecasting.
- Implemented **DAX measures** for profit calculation, margin analysis, and business KPIs.
- Created **dynamic visuals** including top products analysis, channel contribution, and geographical sales mapping.
- Enabled **interactive filtering** using slicers to support data-driven decision-making.

Google-Ads-Sales-Dashboard

[View Project](#)

- Analyzed Google Ads campaign data to **evaluate Return on Ad Spend (ROAS)** and conversion rates, linking marketing efforts to actual sales revenue.
- Developed a **Python-based analytical tool** to detect underperforming ad groups, suggesting budget reallocations that could optimize marketing spend.
- Visualized customer acquisition costs (**CAC**) versus lifetime value (**LTV**) to provide actionable recommendations for campaign scaling.

Business Health Dashboard

[View Project](#)

- **Developed an AI-powered Streamlit dashboard** for automated data cleaning, anomaly detection, custom visualizations, and PDF report generation.
- **Tools Used:** Python, Streamlit, Scikit-learn, Plotly, Pandas, FPDF, NLP (SpaCy).
- Enabled faster, insight-driven decision-making by simplifying business data analysis and providing actionable recommendations interactively.

EDUCATION

Bachelor of Technology in Computer Science & Engineering

Shri Ramswaroop Memorial University, Lucknow — Aug 2022-Present

CGPA: 7.54 / 10 (Current)

SKILLS

Technical:

Languages: Python, SQL

Tools: Power BI, Excel, MySQL, Streamlit, Jupyter Notebook, Docker, VS Code, Git, GitHub

Libraries: Pandas, NumPy, Matplotlib, Seaborn, Streamlit, Plotly, Scikit-learn, PandasAI

Competencies: Data Cleaning, Data Visualization, Statistical Analysis, Prompt Engineering

Soft Skills: Critical Thinking, Communication, Team Collaboration, Attention to Detail, ProblemSolving, Adaptability

CERTIFICATIONS

- Data Science and Business Analytics Workshop – IIT Mandi (March 2025)
- Deloitte Data Analytics Job Simulation (Forage - April 2025)
- Oracle Cloud Infrastructure 2025 Certified Generative AI Professional – Oracle (Oct – 2025)