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Nishi Gupta

Data Analyst

SUMMARY

Data enthusiast with a strong foundation in data interpretation, analytics and reporting. Proficient in data collection, cleaning, and analysis using Python, SQL and Google products. Adept at translating complex data into actionable insights, optimizing processes, and driving informed business decisions. Collaborative team player with excellent communication skills, eager to contribute data-driven solutions for business growth.

INTERNSHIPS

Data Analyst

Nov '22 - Jul '23

Digitas India

- Created Explorer reports on GA4 to communicate findings to clients
- Worked on web metrics platform using google analytics
- Configured and deployed analytics changes using google tag manager
- Installed, tested and reviewed web analytics tags for quality purpose
- Migrated and edited dashboards for clients from universal analytics to GA4
- Performed QA on different client's websites for the tags implemented using google tag manager

EDUCATION

Post Graduate Diploma In Data Science

Jan '23

International Institute of Information Technology Bangalore

Key learnings: Big Data, Data warehousing, Hadoop, Apache Sqoop, Apache Flume, Apache Hive

Bachelor of Technology

May '13

A.P.J Abdul Kalam University

Key learnings: Specialization in computer science

PROJECTS

Credit Application EDA

Used EDA to analyze the patterns present in the data and find the driving factors to decide if the applicant is likely to be a defaulter or repayer.

ETL Analysis of ATM Usage

Built an ETL pipeline to analyze the ATM usage data patterns like ATMs with max/min transactions, ATMs with maximum failures.

Logistic Regression Project

Created a logistic regression model to analyze the data on possible leads on an Edu-website. The model learns about the parameters that result in conversion of a lead to customer and helps in increasing conversion rates.

Credit Card Fraud Analysis

Created Data pipeline to ingest data from RDS to HDFS using Sqoop used Spark Streaming and python to analyse card data, geo location.

ADDITIONAL INFORMATION / VOLUNTEERING EXPERIENCE

Worked as a mother teacher.

SKILLS

Data Analytics, Statistical Analysis, Google Analytics, Google Tag Manager, Google data studio, Looker studio, Advanced Excel, Python, Pandas, numpy, matplotlib, SQL, Data Visualization, Machine learning, R, Data preparation, Tableau, PowerBi, Alteryx, Sci-Kit Learn, Dashboard Creation, Data Modelling, Data mining, Reporting, Data interpretation

CERTIFICATIONS/TRAINING

Python and Pandas for Data Engineering

Linux and Bash for Data Engineering

Microsoft Excel - Excel from Beginner to Advanced

