

ISHIKA GUPTA

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EDUCATION

University of Illinois at Urbana-Champaign, Gies College of Business **Champaign, IL**
Master of Science in Business Analytics (STEM designated program); 3.84 GPA Aug 2023 – May 2024

Bhagwan Parshuram Institute of Technology, GGSIPU **Delhi, India**
Bachelor of Technology in Computer Science and Engineering; 3.66 GPA Aug 2019 – Jul 2023

INTERNSHIP EXPERIENCE

Horizon Hobby **Champaign, IL**
Strategic Marketing Analyst Sep 2023 - Present

- analyzed extensive company data to identify top-selling product categories within the retail sector
- handled 224,000+ customers' data across 1,290,000+ transactions to pinpoint opportunities for increased revenue
- evaluated the impact of 450+ promotions during holidays on the sales of top product categories to optimize marketing strategies and drive sales growth
- assessed best promotion for each customer help quantify the effectiveness of current promotion schemes

Programming Lab, BPIT, GGSIPU **Delhi, India**
Laboratory Teaching Assistant Nov 2022 – June 2023

- resolved doubts in C concepts by implementing coding exercises resulting in increased student engagement
- conducted weekly viva assessments and attendance tracking for 50+ students, ensuring accurate monitoring of progress and timely feedback on coding tasks.

PROJECTS

Crash Landing on Wall Street: Studying Impact of Boeing's Crash Events **Jan 2024 – Apr 2024**

- did analysis for Sentiment, Financial and Operational, and Stock Price information to study the financial and economic impact compared over 3 crash/blow-up incidents
- utilized data on stocks, orders and deliveries, news and social media to plot Economic and Financial Impact

Analyzing LinkedIn Data to study 2023 Job Market **Sep 2023 - Dec 2023**

- compiled LinkedIn data to study industry specific salary patterns, keywords/key skills, layoffs, and job availability
- measured insights on 5 job role bins: Data Engineer, Data Scientist, Data Analyst, Business Intelligence, and Business Analyst

Integrated Platform for Projects and Research Paper **Aug 2022 – Jul 2023**

- developed an online portal that streamlined project collaboration and fostered creativity by reducing redundancy in yearly college projects
- collaborated with cross-functional teams to continuously enhance the portal's functionality

RESEARCH WORK

“Exploring the Factors behind OTC Drug Abuse: A Data Driven Approach” **Oct 2022 – Feb 2023**

- presented at International Conference on “Artificial and Business Intelligence, Quantum and Machine Learning: Trends, Perspectives, And Prospects” (COM-IT-CON 2023)
- employed Exploratory Data Analysis and predictive analysis techniques to analyze factors responsible for OTC Drug Abuse and spot trends for multi-variate studies

SKILLS AND LANGUAGES

- **Expertise Areas:** HTML, CSS, DBMS, SQL, C, Digital Marketing, Market Research, Sentiment Analysis
- **Skills:** Interpersonal Skills, Communication skills, Leadership, Team Building, Organizational skills, Project Management
- **Industry Knowledge:** Social Media Management, Project Management, Graphic Designing
- **Tools and Technologies:** Microsoft Office, Canva, Power BI, R, Flipside
- **Languages:** English, Hindi