

Ishan Gupta

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EDUCATION

University of Pittsburgh, College of Business Administration Pittsburgh, PA

April 2024

Junior, Bachelor of Science in Business Administration

Major: Finance | Minor: Computer Science | Certificate: Business Analytics

Student Organizations

League of Emerging Analytics Professionals, *Member*

Undergraduate Finance Club, *Member*

SKILLS

Data: Microsoft Excel, Power BI, Tableau, SQL, Qlik, Oracle Analytics

Programming: Java, Python, R, Jupyter Notebook

Graphic Design: Adobe Photoshop, Illustrator, After Effects, Premiere

PROFESSIONAL EXPERIENCE

PTC Boston, MA

Marketing Analytics Intern (Data Science)

June 2023 – August 2023

- Primarily responsible for maintaining and updating 2 marketing analytics applications and creating visualizations to automate director contact coverage reporting
- Joined webvisit data from Influ2 accounts to marketing lead, annual contract value, and pipeline data from Salesforce accounts to understand and optimize the customer journey from initial marketing campaigns to finalizing product sales
- Assisted marketing department with data cleaning, standardization, and validation using Python and Jupyter Notebooks using libraries such as pandas, numpy, matplotlib, and requests
- Conducted social media analysis for LinkedIn and Twitter which showed peak engagement on Mondays and Fridays around 4:00pm-9:00pm, as well as most successful hashtags being #saas and #sustainability with ~1200 impressions per post
- Learned the process of B2B marketing, identifying target companies, and engagement differences of CXOs vs End Users

Business Intelligence Intern (IT)

June 2022 – August 2022

- Primarily responsible for developing payroll analytics application
- Conducted meetings with stakeholders to gather major requirements
- Developed SQL queries to call data from enterprise databases and used Qlik Sense/Oracle Analytics data visualization tools
- Learned about building data models leveraging best practices when creating joins between facts and dimensions
- Learned how to formulate business questions from the stakeholders to generate clear requirements and best mechanisms to visualize the data

University of Pittsburgh Residence Life Pittsburgh, PA

Resident Assistant

August 2021 – Present

- Facilitated 6 team building sessions to enhance staff dynamics, morale, and professional development
- Serve in an on-call capacity managing crisis situations and mediating conflicts
- Mentor 98 students on academic, social, and personal development

INDEPENDENT PROJECTS

Fantasy Football Modeling

Machine Learning Projections Model (Python & Microsoft Excel)

January 2023 – Present

- Main objective to project NFL player statistics for the upcoming season using data from previous season and entire career
- Coded script in Python to webscrape career data from 500+ NFL players and merge them into training and test data sets
- Created a linear regression model using the training data and projected fantasy point totals using the test set

Power Ratings & Betting Model (Python & Microsoft Excel)

August 2019 – Present

- Main objective to determine weekly league rankings and win probabilities based on season game logs
- Calculated ratings that minimize the sum of squared error between score margins and predicted game spread using solver