Ishan Gupta

+1 (978) 761-2410 • isg16@pitt.edu • Boston, MA • github.com/ishqup • linkedin.com/in/ishqup

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

PROFESSIONAL EXPERIENCE

PTC Boston, MA
Marketing Analytics Intern (Data Science)   June 2023 – Present
- Perform analysis and insight into key metrics and provide recommendations for improving performance in critical campaign areas and throughout the marketing funnel
- Develop and manage reports and dashboards that provide actionable metrics used to optimize and drive marketing decisions
- Maintain, troubleshoot, validate, add, pause, and delete tags in Google Tag Manager

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 77 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 (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

Summer Basketball League Analysis Westford, MA
Advanced Statistics Calculation (Microsoft Excel)   May 2022 – August 2022
- Main objective to observe player performance and determine distribution of local league awards
- Collected box score data and calculated efficiency stats such as PER, BPM, and per 100 possession averages