

# Lakshit Gupta

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## Education

<b>Punjab Engineering College</b>	2023 – 2027
B.Tech in Production and Industrial Engineering	(CGPA: 9.79)
Minor Specialization in Data Science	(CGPA: 9.5)
<b>Delhi Public School (CBSE Board)</b>	2022 – 2023
Class XII	(Grade: 92.6%)

## Skills

**Languages:** Python, SQL

**Data Science Libraries:** Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, Statsmodels

**Analytics & Statistics:** Analytics & Statistics: Exploratory Data Analysis (EDA), Data Cleaning & Transformation, Hypothesis Testing (A/B Testing, t-test, z-test, ANOVA), Regression, Classification, Forecasting, Feature Engineering

**Data Visualization & BI:** Data Visualization & BI: Power BI (DAX, Power Query, Data Modeling, KPI dashboards, YoY analysis), Tableau (interactive dashboards, data storytelling)

**Workflow & Tools:** Excel (Power Query, Power Pivot; Pivot Tables; ETL), Google Colab, & GitHub

**Domain Knowledge:** Supply Chain Analysis, Production and Operations Management, Industrial Engineering

**Soft Skills:** Business Acumen, Communication, Collaboration, Leadership, Data Storytelling, Requirement Gathering & Translation

## Technical Projects

### Sales Intelligence Project [GitHub Link]

- Retail Sales Prescriptive Analytics: Designed customer segmentation (4 clusters) and applied predictive analytics to guide marketing and discounting.
- Implemented SARIMA forecasting to predict offline sales trends, reducing demand uncertainty, and improving inventory planning.
- Built an E-commerce Profitability Dashboard, optimized pricing (6% reduction) and increased profits by \$35.4K (+12.4%). Proposed a data-driven adaptive discounting model leveraging customer cohorts and demand elasticity.

### Sentiment Analysis of 2020 Elections Using Twitter Data [GitHub Link]

- Analyzed 400K+ tweets across 46 states using sentiment analysis to detect shifts in voter sentiment using Unsupervised NLP Machine Learning.
- Detected 10–50% “lesser-evil” sentiment in tweets, aligning with voter behavior favoring Biden over Trump.
- Accurately predicted outcomes in 28 out of 50 states, with overall model estimate of 53.7% support for Biden vs. actual 52.3% (only 1.4% error margin).

### Credit Risk Prediction Pipeline using SQL and Random Forest [GitHub Link]

- Built an end-to-end predictive pipeline: SQL-based EDA + anomaly detection in financial data.
- Engineered features and trained Random Forest, achieving F1-score: 83%.
- Delivered insights for borrower segmentation, improving risk assessment and high-risk client detection, and documented findings in a written report with recommendations for implementation.

## Certifications

- **Data Analyst Bootcamp: From Basics to Advanced** — Udemy, 2025 · Python, Statistics, Excel, Data Cleaning, Querying
- **Data Science Bootcamp** — Udemy, 2025 · EDA, Visualization, Feature Engineering, Machine Learning
- **Financial Analyst Course** — Udemy, 2025 · Financial Modeling, Valuation Techniques

## Positions of Responsibility & Achievements

Secured a 2-year full merit scholarship based on strong academic performance	2023–2025
Subhead Infra and logistics, PEC Fest	2024