

# Mehul Gupta

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## EDUCATION

### University of Maryland, Robert H. Smith School of Business

Master of Science (M.S.) Information Systems

College Park, USA

Aug 2021 - Dec 2022

### Manipal University Jaipur, Department of Engineering

Bachelor of Technology (B.Tech.) Computers and Communication Engineering

Jaipur, India

Jul 2017 - May 2021

## EXPERIENCE

### Humit (Music Discovery Platform)

Bangalore, India

#### Business Analyst Intern

May 2021 – Jul 2021

- Developed and led implementation of product roadmap while embracing **Agile-DevOps**
- Consulted on automation of day-to-day manual processes to enhance employee turnaround time by 60%
- Analyzed methods to create efficient database schemas through **UML diagrams** and **ERD's**, reduced SQL query time by 20%
- Documented requirements, researched growth strategies, identified user pain points, recommended new product features, and analyzed feasibility increasing user satisfaction rate by 80%

### ColoredCow Consulting Pvt. Ltd. (Business Consultancy)

Gurgaon, India

#### Full Stack Development Intern

Jan 2021 – Apr 2021

- Developed an online platform using **JavaScript (ReactJS)**, **PHP**, **HTML**, and **CSS** from designed mockups using **Agile**
- Designed database architecture using **MySQL** to incorporate data of 40000 users, providing them access to online education
- Coordinated with multiple stakeholders and documented requirements to increase platform engagement by 40%
- Generated various reports for C-level executives using survey data in **Excel**

## PROJECTS

### Database Management – Restaurant Reviews (Starbucks)

- Developed management system by conducting **ETL** and building **data pipelines** for storing customer information
- Designed an **ER model**, **relational model**, and implemented **normalization** to create a database that helps business operations
- Integrated **SQL** with **Python** to conduct **sentiment analysis** on reviews to determine customers' opinions
- Created **materialized views** using complex queries to generate reports to track customer traffic, improving staff allocation strategy

### Predictive Analysis – Recommendation System (Spotify)

- Led data cleansing and preprocessing of dataset containing 1 million playlists and obtained track metadata by making API calls, following **REST** principles
- Collaborated with a team of five to analyze user listening behavior and improve user personalization
- Determined correlation between song popularity and track attributes, predicted artist popularity by feature engineering attributes using **Python**
- Developed a recommendation system based on users' listening habits in order to optimize marketing strategy

### Exploratory Analysis – Merchandizing Data

- Developed and automated reports to track **KPI's** like traffic, click-through rates, and revenue using **Google Analytics**
- Designed effective and holistic dashboards and presentations on digital marketing effectiveness

### Sales Analysis – Superstore Data

- Generated insights from data, trends, and metrics to design data driven strategies in order to increase future sales performance
- Designed **Tableau** dashboards to compare performance across multiple **KPIs** while facilitating **data transparency**

### Descriptive Analysis – Restaurant Health Inspection

- Performed **data wrangling** and identified variables that gauged restaurant health compliance using **Python**
- Analyzed data to decipher possible factors that led to non-compliance through dynamic data visualization using **Plotly**

## SKILLS

- **Tools:** Jupyter Notebook, Google Analytics, MS Office Suite, MySQL, SQL Server Management Studio, Lucid Chart, Jira, Salesforce, Github, Kaggle, AWS, Tableau, Snowflake, Postman
- **Programming Languages:** Python (numpy, pandas, BeautifulSoup, nltk, scikit, seaborn, matplotlib, plotly, TensorFlow), R, C, C++, PHP, JavaScript, HTML & CSS
- **Operating Systems:** Windows, Linux, Mac OS X

## LEADERSHIP EXPERIENCE

### The Indian Music Diaries, Community Manager

Jul 2020 – Jun 2021

- Introduced and launched an online platform for a music editorial and secured engagement of 5000 members

### The Music Society of Manipal University, Vice President

Jun 2019 – Jun 2020

- Spearheaded a team of 350 members, conducted workshops, and mentored students in music theory