

RACHIT GUPTA

DATA ANALYST

Noida, India | [7217383800](tel:7217383800) | [Gmail](#) | [LinkedIn](#) | [GitHub](#)

Results-driven data professional with expertise in **data visualization, reporting, and dashboarding** using **SQL, Excel, and Power BI**. Strong **analytical** and problem-solving skills, with a **data-driven** mindset and a focus on delivering **measurable** results. **Computer Science** background with hands-on experience **transforming** raw data into **actionable business insights**.

TECHNICAL SKILLS

<ul style="list-style-type: none">• Power BI Desktop• Power Pivot• Power Query• DAX	<ul style="list-style-type: none">• Advanced Excel• SQL• MySQL• PostgreSQL	<ul style="list-style-type: none">• Tableau• PowerPoint• Basic Python• MS Office	<ul style="list-style-type: none">• Data Modelling• Data Visualization• Data Cleaning• Data Storytelling
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WORK EXPERIENCE

Data Analyst Intern Kulture Hire, Remote Link	01/2025 – 03/2025
<ul style="list-style-type: none">• Analyzed and cleaned 1M+ Gen Z survey responses, increasing data accuracy to 100% and consistency by 30%.• Wrote SQL queries and conducted EDA to extract trends, boosting reporting efficiency by 40%.• Designed dynamic dashboards (Excel, Power BI) and presented insights (e.g., 65% prefer remote work, 70% value work-life balance) to stakeholders, influencing hiring strategies across 5 departments. <p>Tools used: Power BI Desktop, Excel, Power Query, SQL, PowerPoint, Pivot Table</p>	

PROJECTS

Gen-Z Career Aspiration’s Analysis (Excel, SQL, Power Bi) Link of Credentials Live Dashboard LinkedIn	
<ul style="list-style-type: none">• Cleaned and standardized 1.2M+ Gen Z survey responses using Excel, removing duplicates, handling missing values, and using pivot tables to enhance data accuracy and boost insight generation by 20%.• Performed SQL-based exploratory analysis to uncover trends in salary expectations, education goals, and career preferences—revealing that 65% value social impact and 57% prefer hybrid work models.• Designed and deployed an interactive Power BI dashboard for 120K+ records, enabling real-time analysis and improving stakeholder decision-making efficiency by 70%.	
Coca-Cola Sales Analysis Power BI Link of Credentials Live Dashboard LinkedIn	
<ul style="list-style-type: none">• Developed an interactive Power BI dashboard to analyze Coca-Cola sales data, visualizing key metrics like total sales (\$8.22M), profit (\$3.04M), and margin (37%). Identified top-selling brands and optimized logistics, leading to a 15% improvement in delivery efficiency.	
Indian Startups Sales Analysis Power BI Link of Credentials Live Dashboard LinkedIn	
<ul style="list-style-type: none">• Developed interactive Power BI dashboard to analyze sales data for Techno Electronics (\$99M sales, \$23M profit, 23% margin) and BOAT (\$1.56M sales, \$175K profit, 11% margin), identifying top-selling products and optimizing regional strategies, resulting in a 12% increase in profitability.• Designed a Paytm Transaction Dashboard to track 959K total transaction value, \$22K revenue, and a 32% returning user rate, analyzing trends by age group, device, and user type, leading to a 20% improvement in user retention strategies.	
Amazon Sales Analysis Dashboard Tableau Link of Credentials Live Dashboard	
<ul style="list-style-type: none">• Built an interactive Tableau dashboard to analyze sales trends across 10+ product categories, tracking total sales (175K+) and profit (\$6.7K) from top products. Identified high-performing regions like Los Angeles (175K sales, 20% of total) and optimized sales strategies, resulting in a 15% improvement in regional performance.	

EDUCATION

Bachelor of Technology in Computer Science and Engineering Degree	2020 – 2024
IMS ENGINEERING COLLEGE, GHAZIABAD (UTTAR PRADESH)	

CERTIFICATIONS & OTHER ACHIEVEMENTS

<ul style="list-style-type: none">• Data Analytics and Visualizations Virtual experience from (Accenture) CERTIFICATE• Data Visualization: Empowering Business with Effective Insights from (Tata) CERTIFICATE• Master Data Management for Beginners from (TCS- ION) CERTIFICATE• Foundations: Data, Data Everywhere (Google) CERTIFICATE• Power Bi Job Simulation (PWC) CERTIFICATE• Programming for Everybody - Getting Started with Python (University of Michigan) CERTIFICATE	
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