Rounak Gupta

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EDUCATION

Hofstra University, Hempstead, NY
Master of Science in Business Analytics *Aug 2023 – May 2025*
- **Coursework**: Multivariate Data Analysis Methods, Data Visualization, Data Mining, Data Modelling, Spreadsheet Modelling, Python, Business Analytics for Managers, Information Systems, Database Management System.

Prestige Institute of Management and Research Indore Indore, India
Bachelor of Business Administration *July 2017 – May 2020*

SKILLS

- **Technical**: SQL, Python, R, Advanced Excel, Power BI, Tableau, Microsoft Suite.
- **Functional**: Data Analysis and Visualization, Research, Asana, Process Mapping, Swot Analysis, Agile Methodologies

EXPERIENCE

North Shore University Hospital Manhasset, New York
Healthcare Analytics Intern *Sept 2024 - Nov 2024*
- Managed and **analyzed** 100+ patient records to track key healthcare **metrics** like patient safety, infection control, and pressure ulcers using advanced **Excel functions**, including **pivot tables and lookup formula**s
- **Automated** 5+ manual **data workflows** using Excel macros and **SQL scripts**, reducing weekly reporting time by 60% and enabling **real-time insights** for nursing staff and department heads.
- Developed 3 **interactive dashboards** in collaboration with nursing education team to **visualize trends** and ensuring 100% **data accuracy** through data cleaning,validation, and formatting enabling timely actions to enhance patient outcomes

Ogresto Web Solutions Indore, India
Digital Marketing Assistant *April 2021 - March 2022*
- Identified relevant keywords and optimized 50+ webpages for **improved search ranking** that Ogresto's target audience was searching for and helped in building 3 **marketing campaigns** using the research
- Identified a gap in keyword-rich content across marketing channels and developed high-quality, engaging posts and email templates to **improve search visibility and audience retention**
- **Optimized** 20+ content pieces, including blog posts and email campaigns **increasing engagement** by 15% and promoting content on social media platforms to **increase visibility** while driving 25% increase in traffic

Maryzad Solar Cairo, Egypt
Financial Analyst *March 2018 - August 2018*
- **Analyzed** 2+ years of **financial data**, identifying trends for strategic decision-making, enhancing business insights
- **Conducted** extensive data gathering, spreadsheet modelling, and **financial analysis** to support quarterly reporting and **strategic planning**
- Reviewed historical and current financial data to identify **key performance trends**, enabling better forecasting and **data-driven** decision-making

PROJECTS

- **Customer Segmentation using K-Means Clustering**: **Clustered** 1,000+ customers using **K-Means** and PCA to identify 4 distinct segments, improving marketing precision by 25% and reduced data dimensionality by 35%
- **Product Performance Analysis**: **Analysed** 10,000+ **e-commerce transactions** using **advanced SQL joins** and aggregations to identify top-performing products and Developed a stored procedure for monthly performance updates, cutting manual effort by 40%