RUCHIKA GUPTA

Oakville | Ontario | (705)-975-0558 | rugupta82@gmail.com

Portfolio: https://ruchikaanalyticshub.dcms.site/

LinkedIn: https://www.linkedin.com/in/ruchika-gupta-47baa5217/

Experienced data professional with a strong foundation in education and a passion for translating complex data into actionable insights. Skilled in data visualization, ETL, data engineering, and business intelligence. Seeking opportunities to bridge the gap between data and decision-making.

PROJECTS

Title: **Customer Segmentation using RFM Analysis and K-Means Clustering**

Technology: Data Science, Data Mining, Data Analytics

Tools: Python, Excel, RapidMiner, Tableau

Methodology:
- Cleaned and preprocessed customer transaction data using NumPy and Pandas.
- Applied RFM (Recency, Frequency, Monetary) analysis to categorize customers using Python.
- Utilized K-Means clustering in RapidMiner for further segmentation.
- Visualized the results using Tableau for meaningful interpretation.

Project Link: https://github.com/ruchikagupta82/RFM_Analysis_K_meansClustering/blob/main/ClusteringProject.pdf

Title: **Data Integration and Visualization**

Technology: Data Analytics, Business Intelligence

Tools: Talend Open Studio, MS SQL Server, MS PowerBI

Methodology:
- **Data Integration:** Used Talend Open Studio to integrate sales and customer data from multiple sources. Cleaned and transformed data for quality and consistency. Created SQL tables: DimCustomer, DimProduct, and FactSales.
- **SQL Manipulation:** Developed SQL queries and stored procedures to extract and analyze specific data points, such as customer sales, yearly sales sums, top customers and products, average spending by occupation, and product margin analysis.
- **Data Visualization:** Imported the integrated data and stored procedures into Power BI. Created an interactive dashboard with at least three visualizations, a year filter, and aggregate value cards

Project Link: https://youtu.be/PM6W3YlBR_U

Title: **EDA on Impact of COVID-19 on Students**

Technology: Data Analytics, Statical Analysis

Tools: Microsoft Excel

Methodology:
- Utilized the F.I.N.E.R framework as an analytical guideline for the project.
- Cleaned and processed data from Kaggle, covering 1182 students in the Delhi National Capital Region.
- Formulated research questions and developed hypotheses.
- Performed univariate analysis and employed inferential techniques, including linear and logistic regression, to extract insights.
- Executed hypothesis tests such as t-tests, ANOVA testing, chi-square tests, and odds ratio analysis.
- Performed Linear Regression analysis on significant factors.
- Managed the project's timeline and reported findings in a structured manner.

Project Link: https://github.com/ruchikagupta82/ImpactOfCovidOnStudents/blob/main/CovidImpact_DataExploration_Excel.pdf

EXPERIENCE

Reporting Analyst | RVK Foods and Entertainment | Noida, India
May 2022 – August 2023

- Designed and created visually appealing reports and dashboards using MS Excel, Power BI, and Tableau.
- Collaborated closely with business partners to gather and translate business requirements into effective BI solutions, with oversight from more experienced team members.
- Maintained documentation for business policies and procedures, facilitating technology solution implementation.

Technical Specialist | HCL Technologies | Noida, India
December 2021 – April 2022

- Developed ServiceNow solutions to streamline IT processes and enhance user experience.
- Utilized Java programming for automating incidents and tickets allocation processes.
- Led business process implementation and identified use cases for testing and gap analysis.
- Provided recommendations for problem resolution and facilitated end-user training for smooth transitions.

Business Intelligence Analyst | RVK Foods and Entertainment | Noida, India
May 2019 – November 2021

- Collaborated in creating and maintaining SQL Server databases, with a focus on optimizing queries for better performance, as part of the restaurant's data management efforts.
- Assisted in developing business cases, which included defining critical metrics and performance measures to support decision-making within the restaurant.
- Worked closely with cross-functional teams to gather business requirements and translate them into practical BI solutions tailored to the restaurant's operations.
- Maintained expertise in the restaurant industry, actively contributing to ongoing improvements in business requirements and workflow processes to enhance the overall restaurant experience.

Data Analyst | Chetna Munch | Noida, India
November 2018 – April 2019

• Analyzed print media circulation and readership data to identify trends and insights.
• Created data visualizations and reports to communicate findings to stakeholders.
• Collaborated with cross-functional teams to optimize content strategy and subscriber engagement.

Mathematics Teacher | MBIC | Noida, India
June 2010 – January 2018

• Delivered comprehensive mathematics instruction to secondary school students.
• Designed engaging lesson plans and activities to promote student understanding and participation.
• Monitored student progress, provided feedback, and tailored teaching methods to individual needs.

EDUCATION

Graduate Certificate in Big Data Analytics | Georgian College | Barrie, ON
October 2023

Graduate Certificate in Information Technology | Algoma University | Sault Ste. Marie, ON
December 2022

Pro-degree in Data Science | KPMG Learning Academy | Delhi, India
December 2021

Bachelor of Education in Teaching of Mathematics | CCS University | Ghaziabad, India
June 2008

Bachelor's Degree (Hons) in Mathematics | University of Delhi | Delhi, India
July 2003

CERTIFICATION

- Complete Introduction to Microsoft Power BI, Udemy, May 2023
- Microsoft SQL Server 2019 Essential Training, LinkedIn, Jul 2023
- Scala Essential Training, LinkedIn, May 2023
- Introduction to Cassandra, LinkedIn, Apr 2023
- Project Management Foundations: Requirements, LinkedIn, Mar 2023
- SAS Programming 1: Essentials, SAS Learning, February 2023
- Applied Analytics Using SAS Enterprise Miner 15.1, SAS Learning, July 2023

SKILLS

- **Data Visualization:** Power BI, Tableau, ArcGIS
- **ETL & Data Engineering:** Talend, SSIS, AWS Cloud, Hadoop, Kafka, Spark
- **Business Intelligence:** BI Solutions with RapidMiner, Microsoft Excel
- **Programming:** R, Python, Java, Scala, T-SQL

- **Databases:** Microsoft SQL Server, MongoDB
- Data Mining, Machine Learning Algorithms, Analytical
- Problem Solving, Decision-making
- Interpersonal, Teamwork, Sales Management
- MS PowerPoint, SharePoint, MS Project