Neha Gupta

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Professional Summary

A results-driven Data Analyst with **2+ years of experience** in **SQL, Python, Power BI, Azure**, and **Advanced Excel**. Expertise in ETL, data modeling, KPI design, and predictive analytics to drive business insights. Skilled in automating reports, building interactive dashboards, and developing scalable data solutions. Adept at translating complex data into actionable strategies to drive business growth.

Skills

Technical: SQL (MySQL, PostgreSQL), Python (Pandas, NumPy, BeautifulSoup, Scrapy, Selenium, Requests), Advanced Excel, Power BI, DAX, Power Query Editor, ETL, Data Modeling, Data Warehousing, Predictive Analytics, Business Intelligence, Data Extraction and Cleaning
Tools & Platforms: Azure, Google Analytics, Mixpanel, Power BI, Tableau, Jupyter, CRM (Zoho, Salesforce)

Work Experience

Rashmi Group   **June 2025 Present**
Data Analyst, Kolkata, West Bengal

- Streamlined client data processing using **Advanced Excel** (Pivot Tables, VBA, Power Query), reducing processing time by **50%**.
- Transformed and validated large datasets using **SQL** (MySQL, PostgreSQL), improving report accuracy by **25%**.
- Developed and automated **Power BI dashboards**, reducing manual reporting effort by **8+ hours per week**.
- Designed and **enhanced data models** in Power BI, reducing load time by **35%**.
- Designed **15+ custom KPIs** and **DAX formulas** to facilitate executive decision-making.
- Built **ETL pipelines** for seamless data visualization in Power BI.
- Leveraged **Python** (Pandas, NumPy) for data cleaning and preprocessing, improving dataset reliability by **30%**.
- Conducted **A/B testing** and statistical analysis, leading to a **20% increase in ROI**.
- Built **Python scripts** using **BeautifulSoup** and **Requests** to scrape product details from websites, automating data collection.

Shashank Sajwan   **April 2024 May 2025**
Sales Executive | Sales Analyst, Noida, Uttar Pradesh

- Executed data-supported sales campaigns that **improved lead conversion by 20%** and optimized the sales funnel, directly contributing to a **15% increase in sales revenue**.
- Created real-time sales tracking dashboards using **Power BI and Excel**, reducing time spent on report generation by **10 hours per week** and enabling leadership to make quicker decisions.
- Collaborated with the marketing team to align product promotion with regional sales trends, which resulted in a **10% increase in product-specific sales**.
- Handled CRM data and provided weekly performance reports to enhance sales strategy, leading to a **5% uplift in customer retention**.

Key Projects

Sales Dashboard & Funnel Monitoring (Power BI + Excel)

- Built an automated sales tracking dashboard to monitor daily targets, lead drop-off rates, and conversion health, improving sales team efficiency by **25%**.

Targeted Outreach Strategy (CRM & Analytics)

- Analyzed historical customer data to define buyer personas and improve cold email campaigns, resulting in a **15% engagement increase**.

Education

Madan Mohan Malaviya University of Technology
Bachelor of Technology (B.Tech) (CGPA: 7.89/10.00), Gorakhpur, Uttar Pradesh

Certifications

- Career Essentials in Business Analysis by Microsoft & LinkedIn (Issued: 2024)
- IBM Data Analyst Certificate Coursera (Issued: June 2024)

Languages

- English and Hindi

Note: Available to join immediately after offer letter