



# Unnati Gupta

Website: [www.unnatigds.com](http://www.unnatigds.com)

Jönköping, Sweden

M.Sc. Data Analysis and Applied Economics

Aspiring Data Analyst skilled in Python, SQL and Tableau with internship experience doing Data, Econometric and Predictive analysis with ML.

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[GitHub/unnatigds](https://github.com/unnatigds)

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## EDUCATION

### • Jönköping University

Aug 2023- May 2025

Master of Science in Data Analysis and Applied Economics

## EXPERIENCE

### • EODynamics AB

Aug 2024 - Present

Data Analyst

- Analyzed Social Media post engagement and app sales data for iOS and Android; conducted data collection, EDA, predictive modeling, and provided actionable recommendations to optimize social media strategy and drive app sales. Created Time Series Analysis Reports on ongoing Explosive events and Stockpile Datasets.
- Conducted a comprehensive time series using state-of-the-art ML models, trend analysis using regression models and seasonal decomposition to assess the effects of independent variables on key metrics. Employed exploratory data analysis (EDA) and statistical summaries to reveal high-level insights across datasets, using pivot tables and variance analysis for detailed examination.

### • Stealth Startup

May - Jul 2023

Data Analyst

- Developed a predictive model using Python, Scikit-Learn, XGBoost and SQL that forecasted monthly sales volume. Assisted in cleaning and preprocessing a dataset of over 10,000 transactions, improving model accuracy by 8%.

## PROJECTS

### • Strategic Content Performance Analysis Using Netflix Dataset



Data Analysis, Tableau, Machine Learning

- Conducted content performance analysis using the Netflix Movies and TV Shows dataset, applying Python and Tableau to identify key performance indicators (KPIs), predict content success with machine learning models, identified subset of variables through feature selection for optimized model and plotted predicted engagement.

### • Analysis of the Hospitality Sector employment in Swedish Municipalities



Data Collection & Analysis, Research, Econometrics

- Extracted data on the Hospitality Sector and municipality demographics to conduct a quantitative analysis to figure out the determinants of Hospitality Employment. Compared and contrasted different municipalities through temporal and spatial analysis. Implemented random effects and fixed effects regression to analyze the impact of explanatory variables.

### • Early Retirement Decision Analysis



Data Analysis, Research, Econometrics

- Conducted econometric analysis on European retirement data. Identified health and income as significant factors influencing early retirement. Implemented fixed effects logistic regression and OLS models and Provided insights into retirement trends across European countries.

### • Time Series Analysis of Provincial Agricultural Land Prices



Data Analysis, Research, Econometrics

- Conducted comprehensive Time Series Analysis on Provincial Agricultural Land Prices of the Netherlands, Creating a panel-dataset by extracting relevant information from Eurostat database. Implemented Fixed Effect, Machine Learning and ARIMA models to analyze and forecast land prices and understand the effect of different factors on land price.

## CERTIFICATIONS

### • Google Advanced Data Analytics Professional Certificate

2024

Python, SQL, Data Science

- Achieved proficiency in Python and SQL, constructed machine learning models, and learnt comprehensive data analysis by deploying capstone project for predictive insights.

## SKILLS

**Programming Languages:** Python, SQL

**Frameworks & Tools:** Excel, Tableau, PowerBI, Scikit-Learn, Numpy, Pandas, Stata, Matplotlib, Git

**Techniques:** Predictive Analytics, Hypothesis testing, Data Modelling & Visualization, Machine Learning

**Soft Skills:** Quick learner, Purpose driven, Detail Oriented, Team Player, Creative, Dedicated

**Languages:** English, Swedish (Learning)

## VOLUNTEERING

### • Google Developer Student Club Organized 20+ impactful Data Science events as the DS lead

### • Vikalp Volunteered to work for the upliftment of underprivileged children with educational support