Shubhneet Upadhyay

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SKILLS SUMMARY

- **Languages**: Python, SQL
- **Tools/Platforms**: MySQL, Jupyter Notebook, Power BI, Advance Excel, SPSS, MS-Word, MS- Powerpoint, Canva
- **Soft Skills**: Leadership, Problem-Solving Skills, Team Player, Communication, Adaptability

INTERNSHIPS

Miles Education - CPA, CMA, CFA & FRM (Bangalore)   July 2024
Business Analyst Intern

- **About:** Developed and showcased an **AI-driven sales price forecasting** system for the client thus achieving **96%** accuracy in predicting sales prices and status using **machine learning** algorithms and **Streamlit web framework**
    - Completed the final project successfully, leveraging **exploratory data analysis** (EDA), **machine learning** algorithms, and **SQL queries** on large datasets to deliver actionable insights. Developed a predictive webpage for sale prices and product status using Streamlit, Spyder, Anaconda Prompt, and Jupyter, ensuring functionality and ease of use
    - Designed and presented interactive **dashboards** using **Excel** and **Power BI** to communicate business insights effectively, demonstrating strong **data visualization** skills
    - Analyzed raw sales data to identify trends and patterns in **sales**, **revenue distribution**, and **branding strategies**, enhancing the understanding of business performance
    - Developed **problem-solving** strategies using **market basket analysis** techniques to study **sales trends**, **product performance**, and **consumer behaviour**
    - Created detailed visualizations in Power BI to evaluate **company attrition trends**, showcasing the ability to translate data into meaningful insights
    - Demonstrated proficiency in **Python** programming, employing libraries like **NumPy**, **Pandas**, **Matplotlib**, **Seaborn**, and **Scikit-learn** to preprocess and **data analysis** effectively

PROJECTS

Interactive Dashboard for Blinkit Sales and Operations Analysis: Dec-2024
Lovely Professional University

- Developed an interactive **dashboard** to analyze **Blinkit's sales** and **operational performance** using **Python** and **Power BI**
- Leveraged the dataset containing columns such as Item Type, Sales, Rating, and Outlet Type to extract actionable insights
- Visualized key metrics like **item sales trends**, **outlet performance**, and **customer ratings** to identify areas for Improvement
- Integrated **SQL queries** for real-time **data analysis**, enabling insights into **high-performing items**, **outlet-level trends**, and **customer preferences**
- Designed the dashboard with **dynamic filters** and **drill-down** capabilities for **granular analysis** by Item Type, Outlet Location Type, and Year of Establishment
- Conducted **testing** and **validation** to ensure accurate representation of sales and operational data, driving data driven **decision-making**

Smart Inventory Management System with Sales Forecasting: Feb-2024
Lovely Professional University

- Developed a command-line application integrating **inventory management** with salesforecasting using historical sales data
- Implemented a **machine learning model** in Python to predict future sales based on **historical trends**
- Initialized inventory from a comprehensive sales dataset thus allowing for **real-time updates** and **stock management**
- Enabled features for adding, updating, and removing products, with automated low stock alerts
- Conducted testing and validation of the **forecasting model** and providing actionable insights for decision Making

Unbranded to Branded (A Marketing Project):   Jan-2024
Lovely Professional University

- Developed and executed a **branding** strategy by transforming **unbranded** shoes into a **marketable** product
- Designed attractive **packaging** and **collaborated** with **a social media influencer** on Instagram for **digital promotion**
- Leveraged **social media marketing** strategies to increase **brand awareness** and **engagement**
- Managed **sales** through **university stalls** and expanded delivery to cities like **Delhi**, **Jaipur** and **Prayagraj**
- Successfully generated **revenue** of approximately **₹20,000** through targeted marketing and sales initiatives

- **Data Exploration and Preparation**: Dec-2023
  Lovely Professional University
  - Executed comprehensive **data exploration** and **preparation** for machine learning on diverse datasets
  - Predicted loan amounts and trends using **Python** programming
  - Conducted **feature engineering**, **handled missing values**, and ensured **data integrity**
  - Extracted insights to optimize lending decisions and comprehended consumer behaviour
  - Contributed to informed **decision-making** in complex domains

ACHIEVEMENTS

- **Recognized as a Top Performer Intern at Miles Education** Jul 2024
  For developing the **highest accuracy** machine learning model in the entire batch and excelling in presentation and analytical skills

- **Endorsed by Mr. Priyesh Khanna, Managing Director at Barclays, London** Jun 2024
  For my **enthusiasm**, **adaptability**, and **dedication to learning**, with recognition for my ability to **tackle challenges** and contribute meaningfully to future teams and employers

- **Event Management Lead at Society for Management Learning (Student Organization)** Jan 2024
  Led the organization at various events for the Mittal School of Business, successfully **coordinating logistics** and **managing teams**

- **Campus Ambassador Program** Dec-2023
  First Prize, Campus Ambassador Program Implementation Presentation at LinkedIn, Gurugram

- **One among the Dean's List top 10% students at the university** Since 2023
  For good **academic performance** and **extracurricular activities**

CERTIFICATIONS

- Introduction to **Digital Marketing** Fundamentals Course by **Simplilearn** — Feb 2024
- **Data Science** and **Analytics** course by **CloudyML** — Since June 2024
- **Prompt Engineering** for Everyone on Cognitiveclass.ai powered by **IBM** — May 2024
- **Data Analysis** with Python on Cognitiveclass.ai powered by **IBM** — Mar 2024
- **Business Analytics** certification on **LinkedIn Learning** — Jan 2024
- **Power BI Essentials** certification on **LinkedIn Learning** — Dec 2023
- **Excel Essential** certification on **LinkedIn Learning** — Dec 2023
- **SQL: Data Reporting & Analysis** certification on **LinkedIn Learning** — Nov 2023
- Certification on **Generative Artificial Intelligence** by **Instabase** — Oct 2023

EXTRA-CURRICULAR ACTIVITIES

- Successfully coordinated a 2-day workshop for MBA freshers with **Mrs. Deepti Tomar**, TEDx Speaker and Learning & Development professional at Grant Thornton Bharat LLP, focusing on **happiness**, **stress management** and **goal-setting** — Sept 2024
- Coordinated and successfully executed a one-week **Freshmen Induction** event for MBA freshers, ensuring smooth onboarding and engagement through various interactive sessions and activities — Aug 2024
- Coordinated an industrial excursion to the **TVS-HP plant** for a group of 35 MBA peers — Feb 2024
- Planned and executed the campus book launch event for **"Upgrade"** authored by **Mr. Priyesh Khanna** (Managing Director at Barclays) — Jan 2024
- Created and delivered numerous **reports** and **presentations**, demonstrating strong **research** and **communication abilities** — Jan 2024
- Coordinated the Janmastami "Dahi Handi" celebration as a member of the **Rotaract club**, involving over **2000** Students — Oct 2023

EDUCATION

- **Lovely Professional University** Punjab, India
  Master of Business Administration – Business Analytics; CGPA: 8.6 Aug 2023-Jun 2025

- **Raj Kumar Goel Institute of Technology** 5th KM Stone, Ghaziabad
  Bachelor of Technology-Electronics and Communication Engineering Aug 2014-Oct 2018
  Percentage : 68.18%