

Visheshta Gupta

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Professional Summary

Aspiring Data Analyst with a strong foundation in statistical analysis and data manipulation. Eager to contribute my analytical skills and passion for uncovering insights to support data-driven decision-making in a dynamic organization. Adept at SQL, Power BI, Python, and Advanced Excel, with experience in HR operations. Striving to leverage my analytical skills in a data-centric role.

Technical Skills

- **Data Analysis:** Advanced Excel, SQL, Data Cleaning & Manipulation, Python (numpy, pandas)
- **Business Intelligence:** Power BI, Data Visualization
- **HR & Admin:** Employee Query Management, Payroll & Tax Query Handling
- **Tools:** Microsoft Office Suite, HRIS Systems
- **Languages:** English (Advanced), Hindi (First Language), Korean (Upper Intermediate)

Education & Certifications

- **Bachelor of Commerce** | Sri Aurobindo College (Delhi University)
- **Korean Language Diploma** | King Sejong Institute (KCCI)
- **Senior Secondary (12th)** | General Raj School (Commerce), CBSE
- **Secondary (10th)** | St.John's School, CBSE

Certifications:

- **Business Analytics Certificate** | AnalytixLabs | Completed
- **Certified Data Analyst (Excel, SQL, Power BI)** | AnalytixLabs | Dec 2024
- **Certified Data Analyst (Python)** | AnalytixLabs | Feb 2025

Projects

SQL

Analysis of cell phones sales and transactions:

- Analyzed cell phone sales trends, customer behavior, and manufacturer performance across different regions and time periods.
- Identified top-selling manufacturers, high-value customers, and price variations by model.
- Evaluated transaction volumes per zip code, sales growth, and market share shifts.
- **Tools & Techniques:** SQL (Joins, Aggregations, Window Functions, CTEs, Ranking Functions)

Try to understand the customer behavior:

- Extracted insights from retail transactions to analyze customer purchasing behavior.
- Identified best-selling products, high-value customers, and top manufacturers.
- Tracked year-over-year sales performance and market trends.
- **Tools & Techniques:** SQL (Joins, CTEs, Aggregations, Ranking Functions)

POWER BI

E-commerce Sales Analysis

- Developed interactive dashboards to analyze customer behavior, pricing trends, and sales performance.
- Tracked product sales by category, brand, and time to identify demand fluctuations.
- Assessed the impact of special promotions on revenue and customer engagement.
- Analyzed search behavior, brand preferences, and high-level sales metrics.

Tools & Techniques: Power BI, DAX, Data Cleaning, Data Visualization

PYTHON

Mini Project - Bank User Signup, Login, and Credit Card Eligibility.

- Developed a banking system that allows users to sign up, log in, and check credit card eligibility.
- Implemented password and PAN card validation for secure authentication.
- Categorized users into Silver, Gold, and Platinum cards based on income criteria.
- **Tools & Techniques:** Python (Pandas, NumPy, Conditional Logic)

Retail Case Study

- Merged customer, product, and transaction data to track purchases and customer behavior.
- Analyzed city-wise customer distribution, store-wise sales performance, and high-value transactions.
- Derived insights on top customer segments and spending patterns, particularly in Electronics and Clothing.
- **Tools & Techniques:** Python (Pandas, Matplotlib, Seaborn)

Other Working Experience

Employee Experience Specialist

PeopleStrong Technologies Pvt Ltd. | Gurgaon | December 2022 – January 2024

- Resolved employee complaints related to payroll and taxation for clients such as Paytm, Tata Communications, and Air India.
- Maintained operational SLAs and coordinated with client representatives to ensure compliance.

Library & Admin Intern

Korean Cultural Centre India | New Delhi | March 2022 – July 2022

- Managed check-in/out processes and supervised inventory for books and software.
- Supported daily operations with data entry and record management tasks.

HR & Talent Acquisition Intern

Dhwani Rural Information System | Gurgaon | December 2021 – March 2022

- Screened and shortlisted candidates based on job briefs and conducted initial interviews.
- Managed end-to-end recruitment processes, coordinating between applicants and hiring managers.