

# GULSHAN NEGI

MIS Reporting professional skilled in Power BI, Advanced Excel, SQL. Experienced in preparing KPI reports, dashboards, for business operations. Currently pursuing MCA with a strong interest in AML/KYC operations and compliance roles.

## EDUCATION

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### Amity University (Online) | (2024-2026)

Master of Computer Applications (MCA)

### Delhi University (DU SOL) | 2024

Bachelor of Commerce (B.Com)

## EXPERIENCE

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VEU GREENS LLP | Mar 2024 – November 2024

### Backend Executive (Operations)

Prepared pharmaceutical inventory reports in Excel, Processed and maintained records of NEFT/RTGS transactions, supporting operational tracking and management decision-making.

Assisted in the preparation of BRC documentation for foreign transactions and created Excel-based templates to streamline operational and reporting processes.

Monitored warehouse medicine inventory levels and developed KPI-based reports for stock availability.

Coordinated with clients, suppliers, and internal teams to ensure smooth export operations ensuring compliance with export regulations.

## PROJECTS

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### Stock Market Analysis Dashboard (Tools – Python, Power BI)

Built a Python data pipeline to extract stock market data and integrated top news for selected stocks using APIs. Calculated key financial metrics including moving averages, volatility, Sharpe ratio, and volume spike detection for trend and risk analysis.

Combined datasets including gainers/losers, commodities (Gold & Silver), and hourly stock activity for deeper insights. Developed an interactive multi-page Power BI dashboard to visualize price trends, volatility patterns, and market signals.

### Meta Ads Performance Dashboard (Tools – Power BI)

Transformed advertising data using Power BI to generate KPIs such as Impressions, Clicks, Engagements, CTR, Conversion Rate, and Purchase Rate.

Built a data model in Power BI by integrating multiple datasets (ad events, campaigns, ads, and user demographics) for the analysis.

Developed interactive dashboards with DAX measures to track ad performance by age, gender, and campaign.

## SKILLS

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**Programming & Data Analysis:** Basic Python (NumPy, Pandas, Matplotlib, Seaborn), SQL

**Data Visualization & Reporting:** Power BI, Excel

**Databases :** MySQL

**Other Skills:** GitHub, Data Modeling, Normalization, Power Query, DAX.