

Gagan

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PROFESSIONAL SUMMARY

Detail-oriented Data Analyst with 1.5 years of experience. Skilled in product analytics, website performance evaluation, user behavior analysis, and marketing metrics to support data-driven decisions. Proficient in SQL, Python, Excel, and Power BI, with a strong background in KPI tracking and marketing research. Known for exceptional problem-solving, clear communication, and the ability to turn complex data into actionable insights.

EDUCATION

Bachelor of Technology (Computer Science) 2020 - 2023
Gurugram University Grade: 70.0%

Diploma 2017 - 2020
Govt. Polytechnic Manesar Grade: 61.4%

Matriculation (Class X) 2016 - 2017
Mother Khazani Convent School Grade: 8.4/10.0

EXPERIENCE

Content Analyst June 2024 - May 2025
Cognizant Technology Solutions *Gurgaon*

- Analyzed large-scale digital content (6,000–8,000 items daily) using SQL, Excel, and internal tools to identify trends, policy violations (e.g., hate speech, weapon sales), and compliance risks, enabling data-driven decisions.
- Detected 1.5%–3% daily violations (100–200+ items) using Python for data cleaning and transformation, delivering actionable insights to Trust - Safety and Policy teams.
- Developed interactive dashboards and conducted root cause analysis to enhance content review accuracy, visualize performance metrics, and support data-driven quality audits.
- Collaborated cross-functionally with Policy, Trust & Safety, and QA teams to optimize data workflows, strengthen reporting accuracy, and support strategic decision-making.

Digital Marketing Intern January 2024 - June 2024
Zopflix Softech Pvt. Ltd. *Gurgaon*

- Managed end-to-end digital marketing initiatives including social media campaigns, SEO strategies, Google Ads, and Google Campaign Manager, optimizing performance across channels.
- Conducted market research and analyzed campaign effectiveness using Google Analytics and Excel (PivotTables, charts), delivering weekly performance reports with actionable insights.

PROJECTS

Hotel Booking Analysis using Python ([Github](#)) March 2026

- Analyzed hotel booking data using **Python (Pandas, NumPy, Matplotlib, Seaborn)** to identify customer behavior, seasonal trends, booking patterns, and cancellation factors.
- Conducted data cleaning, feature engineering, descriptive statistics, segmentation analysis, and time-series analysis to improve data quality and derive meaningful insights.
- Evaluated key business metrics including **Lead Time, ADR, Market Segment, Customer Type, Hotel Type, and Cancellation Rate** through statistical analysis and visualization.
- Delivered data-driven recommendations for pricing optimization, customer loyalty programs, cancellation reduction, and operational decision-making.

Chinook Music Store ([Github](#)) August 2025

- Analyzed the Chinook music database using SQL to extract key business insights, identifying top-selling tracks and trends, and visualized findings with Power BI through dynamic charts, improving data-driven decision-making by 30%.
- Analyzed annual track sales, identified top-selling tracks by country, and assessed artist popularity using SQL and data visualization tools; discovered 20% more high-rated songs and provided actionable recommendations that led to a 15% increase in artist engagement.
- Compiled insights into structured project documentation using Google Docs, and presented findings in a PPT, streamlining communication and reducing reporting time by 40% for stakeholders.

CERTIFICATIONS

Certification in Data Analysis Newton School ([Link](#)) August 2025

- Gained practical skills in data analysis using **Excel, SQL, and Power BI**, including data cleaning, querying, and building interactive dashboards to derive actionable insights.

Professional Certificate Course in Data Science Newton School May 2025

- Pursuing advanced Data Science Certification, gaining expertise in data analysis, machine learning, visualizations, SQL, Power BI, Excel, and data-driven decision-making to enhance analytical capabilities and solve complex business problems.

Python for Data Science NPTEL ([Link](#)) August 2023

- Gained hands-on experience in data manipulation, analysis, and visualization using libraries like NumPy, Pandas, and Matplotlib.

SKILLS

Computer Language: Python

Databases & Data Tools: Excel, MySQL, Power BI, Spreadsheet

AI / ML: Machine Learning

APIs & Testing: API

Cloud & DevOps: Google Cloud Platform

Domain & Business Skills: SEO/SEM marketing

Frameworks & Libraries: NumPy, Pandas