

# Guria Kumari Gupta

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## PROFESSIONAL SUMMARY

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Data Analyst with hands-on experience in Amazon Private Brands, specializing in Python, SQL, Excel, Power BI, ETL automation, and business intelligence. Experienced in Voice of Customer (VoC) analysis, WBR reporting, Best Brand and competitor analysis, dashboard development, and reporting automation to deliver actionable insights, optimize product quality, and support strategic business decisions.

## EDUCATION

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**Bachelor of Science** (Nursing and Midwifery) 2020 - 2025  
The Oxford College Of Nursing Grade: 77.2%

## EXPERIENCE

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**Quality Data Analyst** February 2026 - Present  
Amazon *Bangalore*

- Utilized Amazon Heartbeat, Amazon QuickSight, Data Central, SQL Workbench, and Excel to extract, validate, and analyze VoC, return, and operational data, delivering business insights through KPI dashboards and executive reports.
- Designed weekly KPI dashboards, WBR (Weekly Business Review), Best Brand comparisons, and competitor performance reports, enabling leadership to identify growth opportunities while saving 6–8 hours per week in manual reporting.
- Automated the monthly Ratings & Returns reporting workflow using Python, AI-assisted automation, and ETL techniques, reducing report preparation time from 6 hours to under 1 hour and improving reporting consistency.
- Transformed large operational datasets into actionable metrics using SQL, Excel, and Power BI, supporting product quality monitoring, stakeholder reporting, and faster business decisions across cross-functional teams.

## INTERNSHIPS

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**Healthcare Data Intern** April 2023 - July 2023  
The Oxford College of Nursing *Bangalore*

- Managed and standardized 400+ patient records using advanced Excel (Power Query, Data Validation, VLOOKUP), ensuring 100% data integrity.
- Identified seasonal disease trends through visualizations and pivot analysis, optimizing medical inventory planning by 20%.
- Automated data checks using Excel rules, reducing manual errors by 18% and saving 6 staff hours/week.

## PROJECTS

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**Bank CRM Analysis (Python (Pandas, NumPy), Power BI, Excel, MySQL)** ([Github](#)) August 2025

- Built an analytical PowerBI Dashboard to track and maintain 10K+ customer records through various KPI's.
- Automated the Data Cleaning and transformations using an ETL pipeline integrating Python, Advanced MySQL Queries and Power BI (dashboarding) to streamline churn reporting and cutting reporting time by 15%.
- Found 35% lower churn in multi-product users and identified 3 high-risk groups through KPI tracking and retention trend analysis.

**Chinook Music Store (MySQL-Joins, Aggregations, Subqueries, Excel)** ([Github](#)) July 2025

- Cleaned and consolidated 11 database tables, fixing 150+ NULL or inconsistent entries using SQL CTEs, COALESCE, and validation checks.
- Used joins, window functions, and aggregations to identify top 5 tracks, artists, and genres driving 65% of total revenue.
- Highlighted the top 3 profitable genres and regional trends, strengthening BI insights for catalog and marketing decisions.

**IT Ticket Analysis (Excel, Power Query, PowerPoint)** ([Github](#)) May 2025

- Analyzed 97,000+ IT support tickets to identify inefficiencies in resolution times and agent performance.
- Recommended training and process improvements projected to reduce costs by 15-20%.
- Designed KPI dashboards improving operational efficiency by 35%.

## CERTIFICATIONS

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**Python (Kaggle Certified – Python Coder)** Kaggle ([Link](#)) December 2025

**Advanced SQL Certification** HackerRank ([Link](#)) August 2025

**Professional Certificate in Data Science** Newton School ([Link](#)) April 2025

## SKILLS

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**Computer Language:** Python, SQL

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

**Frameworks & Libraries:** Microsoft Office, NumPy, Pandas, ETL, Data Structure