

# Gautam Kukreja

## PROFESSIONAL SUMMARY

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An aspiring Data Scientist with a strong foundation in SQL, Microsoft Excel and Power BI, and a keen interest in generating insights from raw data to support strategic decision-making. I am experienced in researching and developing advanced analysis to extract valuable trends and have a good understanding of the various factors at play when it comes to top-level decision-making.

## EDUCATION

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<b>Master of Arts (Other)</b> Jawaharlal Nehru University	2019 - 2021 Grade: 69.3%
<b>Bachelor of Technology (Electronics and Communication Engineering)</b> Ajay Kumar Garg Engineering College	2014 - 2018 Grade: 63.22%
<b>Intermediate (Class XII)</b> Swaraj India Public School	2012 - 2013 Grade: 80.2%
<b>Matriculation (Class X)</b> Swaraj India Public School	2010 - 2013 Grade: 80.86%

## EXPERIENCE

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**Assistant Manager** February 2026 - Present  
Chintan Environmental Research and Action Group *New Delhi*

Responsible for developing and managing multimedia content across digital platforms, including social media, websites, and campaigns. Oversees the creation of visual assets, videos, and communication materials to ensure consistent branding and impactful storytelling. Collaborates with cross-functional teams to design campaigns, enhance audience engagement, and support organizational objectives through creative and strategic communication.

**Research Assistant** January 2022 - October 2022  
The Peninsula Foundation *Chennai*

- Worked as a Researcher on issues relating to International Affairs, Domestic Issues, and Government Policies.
- Used Google Sheets for Data Collection and Entry, and Visualization to analyze the impact of various government policies.
- Focused on various ethnic movements in South Asia and their impact on International Politics. Structurally examined the various ongoing conflicts in the world.

## PROJECTS

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**Columbia Asia Hospital Project** January 2026

- Performed end-to-end data analysis on hospital operations data, including patient visits, wait times, satisfaction scores, demographics, departmental referrals, and revenue metrics.
- Conducted data cleaning and preprocessing using Power Query to handle null values, resolve data type inconsistencies, and standardize date, age, and categorical fields.
- Designed and implemented a star schema data model with fact and dimension tables to enable efficient time-intelligence and demographic analysis.

**Chinook Music Store** December 2025

- Wrote 25+ advanced SQL queries using JOINS, CTEs, window functions, and aggregations to analyze customer behavior and sales trends by genre, region, and artist.
- Modeled customer churn and lifetime value (CLV) based on purchase frequency and tenure, segmenting users into high-risk, high-value, and churned categories for strategic targeting.
- Delivered a business-ready PowerPoint and SQL documentation with insights on retention strategies, product bundling, and market expansion, recommending loyalty programs and localized campaigns.

**Zomato Restaurant Expansion Project ( [Github](#) )** September 2025

- Derived localized cuisine strategies from analysis of 9,500+ entries and votes, identifying high-growth segments aligned with regional preferences and market maturity.
- Conducted Zomato's global expansion analysis across 21 countries and 170+ cuisines, identifying four priority launch cities using a data-driven scoring model.
- Analyzed customer behavior and competitive landscapes using 30+ performance indicators and developed an Excel dashboard to visualize whitespace opportunities across dine-in, delivery, and reservation services.

## CERTIFICATIONS

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**Professional Certificate Course In Data Science** Newton School August 2025

- Developed strong skills in data analysis, visualization, and reporting to transform raw data into meaningful business insights.
- Build a strong foundation in SQL querying and dashboard creation to support data-driven decision-making across business functions

## SKILLS

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**Computer Language:** Java, Python, SQL

**Soft Skill:** Critical Thinking, Presentation Skills, Research, Written communication

**Databases & Data Tools:** Excel, MySQL, Spreadsheet

**Domain & Business Skills:** Analytics