Vikas Upadhyay

PROFESSIONAL SUMMARY

Certified Data Analyst with hands-on experience in inventory analytics, business reporting, and data-driven decision support. Skilled in SQL, Python, Power BI, Excel, and Machine Learning, with the ability to turn raw operational, financial, and customer data into insights that drive measurable business outcomes. Experienced in EDA, dashboard development, KPI tracking, forecasting, and statistical analysis, with strong communication and problem-solving skills. Focused on improving efficiency, optimizing processes, and enabling data-backed decision-making across teams.

EDUCATION

Bachelor of Technology (Mechanical Engineering) — 2014 - 2018
Manav Rachna College of Engineering — Grade: 60.0%

Intermediate (Class XII) — 2013 - 2014
KCM Public High School — Grade: 68.0%

Matriculation (Class X) — 2011 - 2012
Green Wood Convent School — Grade: 8.4/10.0

EXPERIENCE

Inventory and Stock Manager — June 2019 - August 2024
Dhruv Global Industries — *Faridabad*

- Managed end-to-end inventory control for advertising materials, ensuring optimal stock levels of raw, semi-finished, and finished goods.
- Utilized **Microsoft Excel** to maintain accurate inventory records, generate stock reports (valuation, aging, slow-moving), and support budgeting, cost analysis, and audit compliance.
- Conducted regular audits, reconciling discrepancies between system and physical inventories to improve data accuracy and reduce shrinkage.
- Forecasted inventory requirements based on sales trends, coordinating with procurement, production, for timely stock replenishment.
- Implemented process improvements to enhance material planning, reduce holding costs, and streamline the use of Vinyl, PE, PP, PET films, and metal sheets.

INTERNSHIPS

Data Analyst — February 2025 - June 2025
Orikam Healthcare — *Gurugram*

- Analyzed sales, inventory, and import/export data to support retail, wholesale, and warehouse operations.
- Tracked shipments and created reports on delivery status and customs timelines.
- Built dashboards using **Power BI** and **Excel** to visualize sales trends and stock levels.
- Used **SQL** to extract and filter data for reporting and analysis.

PROJECTS

Smart Grid Fault Detection and Performance Prediction Using Machine Learning (Github) — September 2025

- Conducted **EDA on 50,000+ smart grid records** (voltage, current, power, renewables, environmental factors) to identify drivers of faults and efficiency.
- Built **fault detection models** (Logistic Regression, Random Forest, XGBoost, CatBoost) with **SMOTE for imbalance handling**; best model achieved **91.8% accuracy (Random Forest)** though recall for minority class remained low.
- Developed **efficiency prediction models** (Linear Regression, Random Forest, LightGBM, CatBoost), achieving $\mathbf{R^2 = 0.999}$, **RMSE = 0.57 (CatBoost)** for highly accurate power efficiency forecasting.
- Tools
  Tech: **Python (Pandas, Scikit-learn, Gradient Boosting, XGBoost, LightGBM, CatBoost), Matplotlib/Seaborn, SMOTE, StandardScaler**.

Twitter Overspending A/B Testing - Statistics (Github) — June 2025

- Analyzed **15,474 advertising campaigns** comparing impression-based vs. click-based billing models.
- Achieved **30% reduction in average overspending** (25.32% → 17.61%, T-test p 0.05).
- Identified **9̃% overspending reduction** across small and large companies.
- Validated insights with **ANOVA**
  Chi-Square (² = 90.67, p 0.05), confirming significant association between billing model and overspending.
- Tools: **Python (Pandas, Seaborn, Matplotlib, Scipy), EDA, T-test, ANOVA, Chi-Square, variance analysis**.

Hotel Booking Analysis Project – Exploratory Data Analysis (EDA) using Python (Github) May 2025

- Analyzed **hotel booking dataset (1̃19K records)** to uncover drivers of cancellations, customer behavior, and revenue trends using **Python (Pandas, Seaborn, Matplotlib)**.
- Found that **non-refundable bookings had 94.7% cancellations** and long lead times showed up to **35% cancellations**, guiding strategy review.
- Revealed that **repeat guests canceled only 7.6%** vs. **28.3% for new guests**, and bookings with **3+ special requests had 17% cancellations**, highlighting intent signals.
- Identified that **international guests had 33% lower cancellations** and generated **15% higher ADR**, while **City Hotels faced 30% cancellations** vs. **23.5% at Resort Hotels**.
- Recommended **loyalty-focused retention**, **overbooking strategy improvements**, and **early booking confirmation initiatives**, improving stakeholder decision-making.

Amazon E - Commerce Analysis Project (Github) December 2024

- Utilized **MySQL** queries to clean and transform raw datasets by modifying data types, ensuring data quality and suitability for analysis and reporting.
- Extracted actionable business insights through optimized SQL queries involving filtering, aggregation, and joins across multiple tables.
- Utilized **Power BI** to preprocess and analyze raw data including sales data, customer behavior metrics, and operational data.
- Created interactive and insightful dashboards using Power BI to visualize key performance indicators (KPIs), trends, and patterns in Amazon's ecommerce operations.
- Derived data-driven insights and recommendations to optimize performance, improve user experience, and drive sales growth.

META Social Media Analysis Project (Github) November 2024

- Conducted an in-depth analysis of Instagram's user engagement using **MYSQL** workbench , activity distribution to gain a comprehensive understanding of the platform's user base.
- Categorized users into high, moderate, and low engagement and activity segments to inform targeted strategies for optimal user experience and retention.
- Revealed that users with low engagement on their posts tend to use fewer and less popular tags, whereas high-engagement users utilize a more extensive range of relevant and trending tags.
- Suggested influencer collaborations, hashtag targeting, and offering discounts to expand reach.

AstroSage Call Center Optimization Project (Github) September 2024

- Identified and implemented strategies to reduce call handling times, increase agent productivity, and minimize operational costs.
- Improved customer experience by reducing wait times, resolving issues faster, and enhancing service quality through better training and technology.
- Aligned operational improvements with business growth goals by retaining customers, reducing churn, and upselling or cross-selling services effectively.
- Used historical call data, performance metrics, and market trends to identify pain points and opportunities for investment.
- Skills: **Excel**

CERTIFICATIONS

Professional Certificate Course In Data Science Newton School August 2024

- Developed an end-to-end data analytics project utilizing advanced Excel functionalities for comprehensive data insights.
- Possess extensive knowledge of SQL with hands-on experience in applying SQL for data analysis.
- Proficient in Power BI, leveraging all its functionalities for impactful data visualization and reporting

- Possess knowledge in Python programming with focus on basics of coding, data structures, and problem-solving."

SKILLS

Computer Languages: SQL, Python, Machine Learning
Data Tools: Power BI, NumPy, PostgreSQL
Software Packages: MySQL, Excel, Matplotlib, Pandas
Soft Skills: Communication Skills, Presentation Skills, People skills, Critical Thinking, Creativity, Research, Decision-making, Time management, Team Building, Verbal/nonverbal communication, Interpersonal communication
Others: GitHub Actions, Analytics, Problem-Solving, Spreadsheet, Microsoft Office, Docker, Git and Github