Yashika Gupta

LinkedIn • Github

PROFESSIONAL SUMMARY

1+ year of experience in data analysis. Skilled in Excel, Power BI, and SQL, with a strong foundation in data visualization and business intelligence. Conducted in-depth data evaluations, created interactive dashboards, and derived actionable insights to improve efficiency. Currently transitioning into a Data Science career, leveraging analytical skills and technical expertise to drive data-driven decision-making.

EDUCATION

Master of Business Administration (Business Analytics)	2022 - 2024
Chandigarh engineering college	Grade: 8.15/10.0
Bachelor of Science (Science)	2019 - 2022
Mukand lal national college	Grade: 82.5%
Intermediate (Class XII) SD public school	2017 - 2018 Grade: 82.4%
Matriculation (Class X) SD public school	2015 - 2016 Grade: 10.0/10.0

EXPERIENCE

Customer Success Representative

TruckX Technologies Private Limited

January 2024 - Present Pune, Maharashtra

- Working in the operations team and directly communicate with clients , also using spreadsheets and SQL for data cleansing and visualizations .
- Using Power query editor and DAXX for building interactive dashboards and present them to management which helps them to make informed decisions.
- Skilled in troubleshooting, managing CRM systems, and optimizing by 15-20% support processes to enhance customer experience and operational efficiency.
- Experienced in creating Power BI dashboards to track key support metrics, analyze trends, and improve team performance through data-driven insights by 10-15%.

INTERNSHIPS

Operation Analyst

UBS Business Solutions Pvt Ltd

July 2023 - November 2023 $Pune \ , \ Maharashtra$

- Working on the Microsoft Power BI for building dashboards using DAX and Power query editor.
- Research and review processes for booking errors, missed payments.
- Front to end Knowledge of corporate actions from income event creation to income processing.

PROJECTS

AstroSage Analysis (Github) (Demo)

November 2025

- Examined call trends, agent performance, and customer satisfaction through detailed data analysis.
- Used pivot tables, correlation analysis, and time-series graphs to uncover patterns, also found negligible correlation (-0.0002) between call duration and customer satisfaction .
- Suggested better resource allocation, staff training, and technical upgrades to boost efficiency.
- Recommended ways to minimize risks in hiring, training, and tech updates for long-term improvements, also created real time dashboards to track key metrics .
- Tools used Advanced Microsoft Excel

Instagram Engagement Analytics Using SQL

February 2025

• Developed and optimized a relational database for an Instagram-like platform, designing tables for users, posts, likes, comments, follows, and tags.

- Implemented complex SQL queries to analyze user engagement metrics, including likes, comments, and follower growth, for data-driven marketing strategies.
- Optimized database performance by using indexing, foreign key constraints, and on delete cascade to maintain data integrity and enhance query efficiency.
- Extracted and transformed Instagram-like engagement data for visualization in dashboards using excel, providing actionable insights on user interactions and trends.
- Tools used SQL , MS Excel

CERTIFICATIONS

Professional certificate course in data science Newton School

September 2024

- Build a strong foundation in data science concepts including data cleaning , data analysis , and visualization as part of Newton's School structured curriculum.
- Developed expertise in SQL and Advanced SQL for data querying manipulation , and optimization along with proficiency in Power BI for creating interactive dashboards and visual reports.

SKILLS

Data Tools: Power BI

Software Packages: MySQL, Excel

Soft Skills: Communication Skills, Critical Thinking, Creativity, Decision-making

Others: Spreadsheet