# Yashika Gupta

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## 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)** — 2017 - 2018
SD public school — Grade: 82.4%

**Matriculation (Class X)** — 2015 - 2016
SD public school — Grade: 10.0/10.0

## EXPERIENCE

**Customer Success Representative** — January 2024 - Present
TruckX Technologies Private Limited — *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** — July 2023 - November 2023
UBS Business Solutions Pvt Ltd — *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, Power BI
**Software Packages:** Excel, MySQL, Excel
**Soft Skills:** Decision-making, Creativity, Critical Thinking, Communication Skills
**Others:** Spreadsheet