

# Prerna Gupta

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## Profile

Highly motivated and analytical professional with experience in data visualization, analysis and processing. Skilled in utilizing SQL, Python, Excel and data visualization tools to extract insights from complex datasets. Eager to contribute data analysis skills and expertise to a data-driven organization.

## Experience

### **DATA ANALYST | NUMERIC INFOSYSTEMS PVT. LTD. | JULY 2023-PRESENT**

- Designed and developed 6+ interactive and informative dashboards using Power BI. The dashboards provided actionable insights and highlighted key performance indicators, trends, aggregates etc.
- Maintained and optimized databases for diverse clients, including grocery merchants and regional schools. Utilized SQL for efficient extraction, cleaning, and transformation of large datasets.
- Successfully completed 4+ data analysis projects, ranging from New Brand demand analysis to Customer performance dashboards.
- Created and refined data models to support complex analytical requirements.

### **SENIOR ANALYST | R1RCM GLOBAL PRIVATE LIMITED, GURGAON | OCT 2018-JULY 2023**

- Leveraged SQL queries to analyze healthcare claims data to identify patterns, trends, and root causes of denied claims.
- Selected for R1 Elite Mentor Program to train and mentor new hires on data-driven denial management processes, analysis and utilization of healthcare claims data, and operation of data analysis tools.
- Prepared and conducted data-driven assessments (quizzes) to evaluate new hires' understanding of key data and processes.

### **OPERATIONS EXECUTIVE | NTT DATA GLOBAL DELIVERY SERVICES LTD., GURGAON | DEC 2016-SEP 2018**

- Processed and analyzed client life insurance data using NTT Data's internal software, ensuring accuracy and completeness of information.
- Leveraged Excel functions to create data summaries and visualizations (graphs and pivot tables) for internal reporting and analysis.

### **SR. CALIBRATION ENGINEER | TRUE CALIBRATION SERVICES, AHMADABAD | JUNE 2014-AUG 2016**

- Executed calibrations under auditor scrutiny, contributing to the acquisition of NABL accreditation (full scope of mass and volume), demonstrating a commitment to compliance and data integrity.
- Managed the Truecal lab's performance, including thermal and mechanical equipment, ensuring optimal data collection and analysis through proper equipment maintenance.
- Provided practical data analysis training to junior staff (both field and lab) and conducted knowledge transfer and team development sessions

## Education

**BACHELOR OF ENGINEERING IN ELECTRONICS AND COMMUNICATION | AUG 2010-JUNE 2014 | RGPV UNIVERSITY, BHOPAL| (GRADE 7.49/10)**

## Skills & Abilities

- Programming Languages: Python, C, SQL
- Database: MYSQL, MS Excel
- Visualization: Power BI
- Data science Libraries: NumPy, Pandas, Matplotlib
- Proficient in MS PowerPoint and MS Word
- Excellent interpersonal and communication skills

## Projects

### **New Clothing Brand Launch: Demand Forecast**

- Developed a dashboard to showcase demand forecast for a children's apparel brand, covering product categories like Topwear, Bottomwear, and Full Sets, for different age categories
- Utilized historical sales data and various growth scenarios of platform growth rate, to forecast the next 3 months sales, allowing modifications to expected market share to assess demand impact.

### **Customer performance analysis:**

- Developed a customer insights dashboard to analyze average age, customer count, gender trends, and demographic impact on revenue
- Categorized customers into VIPs, Loyal Customers, and Periodic Buyers, identifying top customers and exploring how having children impacts revenue to boost loyalty and sales.

### **Hospital data dashboard**

Developed a dashboard showing admission data, durations, blood tests, and diagnoses, providing actionable insights into patient care and hospital operations.

### **Hospitality Analysis Dashboard**

- Developed a comprehensive dashboard for a hospitality company to provide actionable insights on revenue, occupancy rates, and cancellation losses
- Analyzed historical data to identify top-performing locations, revenue trends, and customer behavior

## Professional Achievements and Certifications

- Microsoft Power BI Desktop for Business Intelligence on Udemy, 2024
- SQL (Intermediate) Certification by Hacker rank, 2024
- Certified Data Analyst by PS Softech, 2024
- Awarded with R1 Elite Mentor certificate for successfully clearing the mentor development program
- Awarded with the 'Employee of the month' for achieving the production and quality targets

## Extra-Curricular Activities

- Volunteer at Be My Eyes, assisting visually impaired individuals with object recognition and daily tasks.
- Volunteer at Ehsaas India to help provide education to disabled children.
- Secured 55th in a national sketching competition by 'Hashtag Kalakaar' and featured on their website.