Sanskar Gupta

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OBJECTIVE

As a B.Com graduate with an understanding of data analysis, visualization, and Excel, I am actively seeking a role that merges my Analytics acumen with my data exan pertise. My goal is to contribute to an organization's success by translating data into actionable insights, thereby aiding in strategic decision-making, and ultimately enhancing the company's bottom line.

SKILLS SUMMARY

- **Tools**: Tableau, Power Bi, Microsoft Power-Automate, Excel, Google Collab
- **Languages**: Python, R-language, MYSQL
- **Core Concept** : Mathematics and statistics , Probability and distribution, Data Analysis, Data Storytelling
- **Soft Skills**: Report Making, Problem-solving, Presentation, communication

EXPERIENCE

- **Orangus Pvt Ltd** — Delhi
  Data Analyst (Intern) — *Nov 2022 - April 2023*

  I leverage my quantitative skills and proficiency in Excel to transform data into actionable insights, contributing to data-driven decision-making and business success. My work includes customer segmentation, sales, and demand forecasting, and time series analysis

- **GoMechanic** — Gurugram
  Data Analyst (Intern) — *Feb 2024 - Present*

  I transform data and collaborate with the product team to understand customer preferences through data. Additionally, I have completed projects including market basket analysis and sales dashboard development, leveraging data insights to enhance product strategies.

EDUCATION

- **PG Diploma in Data Science and Business Analytics** — Delhi, India
  Reyedin Techstack Pvt. Ltd — *April 2022 - Nov 2022*
  Courses: *Excel, R language, Python, tableau, Machine Learning, SQL*

- **Bachelor of Commerce: Economics** — Katni, India
  Rani Durgavati Vishwavidyalaya Jabalpur — *April 2020- April 2023*
  Courses: *Business studies, Economics, Statistics, Management*

PROJECTS

- **Market Basket Analysis**: Conducted market basket analysis on sales data, identifying frequent itemsets and association rules. Discovered key patterns and achieved a lift value of 5 and above, indicating a strong association. Implemented findings to optimize product placement, resulting in a 15% increase in cross-selling effectiveness.
- **Customers Segmentation Project (RFM analysis, Unsupervised Learning)**: E-Commerce data through RFM analysis, focusing on Recency, Frequency, and Monetary value. Implement various clustering techniques to segment customers effectively. This strategic approach enables precise target marketing and informed business decisions, resulting in a notable increase of up to 20% in customer engagement and retention
- **Power BI Business Insights**: Gain a comprehensive view of monthly sales performance and regional trends. Monitor revenue trends, and analyze sales by region, product, and customer segment. Drive informed decisions and optimize sales strategies with interactive visualizations and dynamic insights.
- **Time Series analysis**: The aim is to build the sale forecasting, demand forecasting, and recommendation system model which will predict the customer's next purchase on the real-time sales data. The engine will work as follows: after the user has provided the data sheet containing the entire details of his purchase, the engine should be able to recommend or predict the customer's next purchase item which the customer is supposed to place the order to his/her client.

HOBBIES AND INTERESTS

- Reading Books and Blogs: Personal finance and self-help books are great sources of inspiration to improve self.
- Sports: Playing cricket and running keeps me engaged and physically fit

POSITION OF RESPONSIBILITY

- Active member in many projects in school and college where the analysis part is done by me.

- *Organized events, conducted workshops, and delivered workshops reaching over 500+ people .*