

Twinkle Gupta

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SUMMARY

Motivated and meticulous analyst with 2+ years of experience in interpreting, manipulating, and visualizing data. Proficient in SQL, Power BI, Excel and R. Passionate about making a meaningful contribution and always eager to perform to the best of my ability. Looking forward to expand my wealth of knowledge and experience at your organization.

EDUCATION

Bachelor of Engineering in Civil

PEC University of Technology- Chandigarh, India

Jun 2014 - May 2018

SKILLS

- **Techniques** - Data Quality Assessment, Pattern & Trend Identification, Data Manipulation, Data Mining, Data Modeling, Data Visualization, Statistical Analysis (Regression, Clustering, etc.)
- **Tools** - Advanced Excel, PowerPoint, Word, Power BI, SQL, R, Tableau, Python
- **Soft Skills** - Critical Thinking, Honesty, Flexibility, Perseverance, Attention to Detail

WORK EXPERIENCE (+2 years)

Analyst

The Smart Cube, India

Aug 2018 - Aug 2020

Competitive Benchmarking

- Evaluated various KPIs to benchmark client's (a major retail giant in the UK) performance against its competitors (top 16 retail chains of UK) for each level of SKU hierarchy to support their weekly price and promotions strategy.
- Automated and optimized ETL flow and generation of reports of large datasets by developing queries, sub queries, procedures, CTEs, views, tables etc. on SQL server and utilizing Excel, VBA, Visual Studio and SAS.
- Formulated and designed ~20 dashboards on Power BI for reporting insights.
- Single-handedly managed the project. Troubleshooted and resolved problems with codes and tools. Worked on multiple ad hoc requests to optimize the process.
- Trained a fellow colleague in managing the project.

Market Mix Modeling

- Worked for the world's largest beverage company to understand and quantify the impact of various marketing activities on sales, helping brand managers to optimize advertising mix and promotional tactics with respect to sales revenue.
- Compiled and cleaned large amount of data from multiple sources and manipulated it using R for multivariate regression analysis.
- Prepared an Exploratory Analysis dashboard for multiple data sources like Nielsen-TV, trade, social media to identify anomalies and patterns in the data using Excel pivot tables, charts, advanced formulas etc.
- Developed an in-house tool/simulator using VBA and Excel to predict sales impact, subject to a planned increase/drop in advertising/price and compare effectiveness, ROI, efficiency, due-to etc. Used Log-Linear Regression technique to relate sales and marketing activities and developed an optimum marketing mix plan using Python for achieving target revenue growth.

Checkout Analysis

- Performed Exploratory Analysis using Python to establish relationship between customer characteristics and their preference for checkout counters in retail stores.
- Summarized and presented the insights using PowerPoint.

CERTIFICATIONS

Advanced Microsoft Power BI | SQL: Data Reporting and Analysis | SQL Tips, Tricks & Techniques
LinkedIn Learning

Aug 2019

EXTRACURRICULAR EXPERIENCE

- Designed posters, brochures, identification cards using Adobe Photoshop for a club in college as a design lead.
- Served as marketing lead for Women Empowerment Cell in college under which various events were organized (e.g. a fashion show, a TED talk-type show, group events)
- Taught underprivileged children under the National Service Scheme public service program