

KHUSHI GUPTA

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GITHUB | **LINKEDIN** | **PORTFOLIO**

Google and Microsoft certified Business and Data Analyst with a strong foundation in business studies and hands-on skills in SQL, Power BI, Tableau, and Excel. Experienced in analyzing business problems, uncovering insights, and supporting data-driven decisions through self-led projects .

SKILLS

- **Technical Skills:** Proficient in SQL, Python, Power BI, Tableau, and Excel for data retrieval, visualization, and reporting.
 - **Business Analysis:** Skilled in requirements gathering, business process mapping, KPI development ,clear communication and translating business needs into data-driven solutions.
 - **Data & Statistical Analysis:** Skilled in analyzing complex datasets, data interpretation, identifying trends, applying statistical methods, and presenting actionable insights to support decision-making.
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PROJECTS

Business Intelligence & Analytics Case Studies

[Github Link](#)

- Analyzed business data using SQL, Power BI, and Tableau, improving decision-making and reducing discrepancies by 20%.
- Developed dashboards and defined KPIs, increasing report accessibility by 15% and performance tracking by 25%.

MULTI COUNTRY : Sales Analysis 2025

[Github link](#)

- Analyzed multi-country sales data through SQL, identifying trends that could potentially improve decision-making .
- Developed a Power BI dashboard with KPIs, increasing report accessibility and streamlining performance tracking by 20%.

Hypothesis Testing

[Github link](#)

- Cleaned and analyzed taxi fare data using Python, performing t-tests to evaluate the impact of payment methods on driver revenue.
 - Provided actionable insights to optimize fare strategies, potentially increasing driver earnings by up to 10%.
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EDUCATION

BACHELOR OF COMMERCE

2020-23

University of Rajasthan

Job Simulations via Forage

- Accenture - Analytics and Visualization Job simulation
- Deloitte - Analytics Job Simulation

CERTIFICATIONS

- **GOOGLE** - Data Analytics Professional Certificate
- **MICROSOFT AND LINKEDIN** - Career Essentials in Business Analysis
- **IBM** - Data Science Fundamentals with Specialization in SQL and Python