







# KARISHMA GUPTA

## CONTACT

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-  [Portfolio](#)
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## SKILLS

- **Data Analytics Tools:** Excel(Advanced), Power BI, SQL
- **Programming:** Python
- **Other Skills:** Data Cleaning, Pivot Tables, VLOOKUP, XLOOKUP, INDEX-MATCH, Dashboards, Conditional Formatting

## EDUCATION

**MBA** 2025-2027

**Manipal University**  
Data Science/Analytics & Finance

**BTECH** 2017-2021

**Shri Shankaracharya Engineering College**  
Computer Science Engineering

## PROFILE

Technical Trainer with **2 years** of experience in development and training. Skilled in data analysis, Python, SQL, Excel, and Power BI to drive data-driven decisions and business optimization. Seeking a **Data Analyst** or **Business Analyst** role to apply analytical expertise and drive informed decision-making.

## WORK EXPERIENCE

### Qualibytes Pvt. Ltd.

Jan 2024 - Present

#### Technical Trainer

- Conducted training sessions on Development (HTML, CSS, JavaScript, React, MySQL).
- Provided career mentorship, guiding learners toward role software development.

### NJ India Invest Pvt. Ltd

Mar 2023 - Jan 2024, Gujarat

#### Full Stack Developer

- Designed and developed user-friendly front-end interfaces, ensuring optimal user experiences.
- Gained hands-on experience with SQL for data retrieval and management to support application functionality.
- Collaborated with cross-functional teams to implement responsive and scalable solutions.

## PROJECT

### Sales Performance Dashboard (Excel)

**Tools & Technologies:** Excel, Pivot Tables, Power Query, Data Visualization. Developed a dynamic dashboard to track monthly sales, revenue, and growth trends.

### HR Employee Analysis (Power BI)

**Tools & Technologies:** Power BI, DAX, Data Modeling. Built a Power BI dashboard to analyze employee performance, attrition rate, and salary trends across departments.

### Web Scraping and Automation (Python)

**Tools & Technologies:** Python, BeautifulSoup, Pandas, Matplotlib. Scraped Airbnb listings using BeautifulSoup, cleaned and analyzed data with Pandas, and visualized trends in pricing, location, and ratings using Matplotlib & Seaborn to extract key insights.

### Marketing Analysis (SQL, Python & Power BI)

**Tools & Technologies:** SQL, Python (Pandas, Matplotlib, Seaborn), Power BI. Analyzed marketing campaign performance and customer engagement using SQL for data extraction and Python for cleaning and analysis. Visualized key insights like conversion rates, ROI, and customer demographics in Power BI for actionable business strategies.