Jaideep Gupta

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EXPERIENCE:

Freelance Data Analyst

Software Used: Data Analysis tools   September 2024 – Present

- Taught 50+ students and professionals data analysis, dashboard design, and statistical tools (Excel, Power BI, Tableau, SQL, SPSS, JMP, Minitab), boosting analytical skills and project quality by 75%.
- Delivered hands-on case studies and 1:1 session to simplify complex data concepts and promote real-world application across academic and industry contexts.
- Collected, cleaned, and modeled data from various sources (CSV, databases), enabling accurate, timely analysis and effective instructional support.

Associate Solution Leader (ASL) – Brane Enterprises   Jan 2024 – September 2024

Software Used: NSL hub (Tool created by Brane Enterprises)

- Led data-driven projects for clients across multiple industries, improving strategic outcomes through tailored solutions.
- Worked closely with cross-functional teams to ensure quality and timely delivery of solutions.

Project Analyst-TutorBin | Aug 2023 – Nov 2023

Software Used: Mix panel, Tableau, MongoDB

- Analyzed product data, market trends, and feedback to identify growth opportunities—boosting feature adoption by 15% and influencing roadmap prioritization.
- Collaborated with UX/UI and cross-functional teams, integrating user insights to improve satisfaction by 25% and accelerating development cycles by 20%.
- Built dynamic Tableau dashboards for real-time KPI tracking, supporting leadership decisions and multiple successful product launches.

Subject Matter Expert (SME)-TutorBin   June 2022 – December 2023

Software Used: MS office, Google sheets, Tableau

- Guided over 100 students in designing and refining thesis/dissertation projects, resulting in a 30% increase in timely submissions and improved academic outcomes.
- Led personalized sessions on economics, statistics, and research methodology using tools like Excel, SPSS, Power BI, and Tableau to enhance concept clarity and student performance.
- Delivered tailored doubt-solving sessions with practical examples and real-world case studies, boosting student comprehension and grades by 25%. Managed interns, boosting productivity within the Economics department by 30%.

Projects:

BI 360 - Interactive Power BI Dashboard   https://surl.li/dbxteg

Replaced legacy Excel reports with dynamic Power BI dashboards across Finance, Sales, Marketing, and Supply Chain.

- Enabled real-time KPI tracking and cross-functional insights for improved decision-making.
- Automated manual reporting processes to enhance efficiency and scalability.
- Utilized Power BI, Excel, MySQL, Power Query (M), and DAX for end-to-end BI solution development.

Certificates:

- SQL Beginner to Advanced For Data Professionals
- Get Job Ready: Power BI Data Analytics for All Levels 3.0
- Excel:Mother of Business Intelligence

Education:

IIT Roorkee | M.Sc. Economics | CGPA-6.4(69.72%)   July 2017 – May 2019

CSJMU | B.Sc. Statistics & mathematics | Percentage-63.5%   June 2014 – May 2017