

# KARTIK GUPTA

BUSINESS INTELLIGENCE &  
ANALYTICS

+91 -7830845671

Building A-4, Flat no 1002,  
kumar Prospera,  
Magarpatta, Pune

guptakartik20@gmail.com

[linkedin profile](#)

[Github Profile](#)

[KK Digitech](#)

## SUMMARY

Detail-oriented data analyst with expertise in data visualization, business development, and data-driven decision-making. Skilled in using various data analytics tools, such as Google Analytics, SQL, Excel, Power Bi & Tableau. Experienced in creating data models, generating reports, and providing actionable insights to support business objectives.

## SKILLS

- MySQL
- Tableau
- Power BI
- Python
- Advance Excel
- Google Analytics
- Digital Marketing
- Ad Campaigns

## WORK EXPERIENCE

### Skf India Ltd.

2020-2023

SKF Distributor ( Business Owner/ Business Analyst )

- Data Analysis: Leveraged pivot tables and charts for in-depth sales trend analysis and product performance evaluation.
- Product Launch: Introduced new product lines and crafted incentive programs driven by data insights.
- Team Development: Fostered team growth and strengthened client relationships.
- Network: Built a robust retailer network based on data, contributing to a 2.5x turnover growth over two years.

### Nikkar Digital Inc.

2018-2020

Founder & co-CEO

- Business Marketing Agency: Drives business growth through strategic advertising, data analysis, and design.
- Targeted Advertising: Proficient in Google Ads, Facebook Ads, and Instagram Ads for campaign optimization and ROI
- Data Analytics: Skilled in Google Analytics, providing data-driven insights and precise targeting for better decision-making.
- Design & Visualization: Experienced with Adobe and Canva, creating visual content to effectively communicate marketing insights.

## PROJECTS / INTERNSHIP

Since 2024

### Accenture North America Data Analytics and Visualization

- Data Analyst at Accenture: Participated in a project to advise a hypothetical social media client on data-driven decisions.
- Data Cleaning and Modeling: Processed, modeled, and analyzed seven datasets to discover trends in content and audience engagement.
- Strategic Insights: Identified critical insights from the data to inform the client's strategic planning and content strategy.
- PowerPoint and Video Presentation: Developed a PowerPoint deck and a video to present findings to internal stakeholders and the hypothetical client.
- Client Recommendations: Provided actionable recommendations based on data analysis to guide the client's social media content strategy.

### Tata Data Visualisation: Empowering Business with Effective Insights

- Data Visualization Simulation: Completed a project with Tata Consultancy Services focused on data visualization.
- Retail Project: Analyzed revenue data for a retail client using Power BI, creating visualizations to inform future planning.
- Presentation Skills: Gained real-world experience by presenting data insights to clients and senior leadership.
- Meeting Preparation: Prepared discussion points and questions for client meetings with senior executives.
- Decision Support: Created visuals to support data analysis and aid executive decision-making.

## PWC Switzerland Power BI

- Enhanced Power BI Skills: Improved Power BI skills through a job simulation focused on understanding client data visualization needs.
- Expert Dashboard Creation: Demonstrated the ability to create effective Power BI dashboards that clearly conveyed key performance indicators (KPIs).
- Effective Communication: Showcased strong communication skills through concise and informative email correspondence with engagement partners.
- Analytical Problem-Solving: Utilized analytical skills to examine call center data provided by the client, drawing insights to inform strategic decisions.

## Quantium Data Analytics

- Data Analytics Simulation: Completed a job simulation designed for the data science team, honing skills in data analytics and customer insights.
- Data Preparation & Customer Analytics: Gained expertise in preparing data and analyzing customer behavior by working with transaction datasets, extracting valuable insights for business strategy.
- Data-Driven Recommendations: Utilized analysis results to generate commercial recommendations, providing actionable insights to drive business decisions.

## Commonwealth Bank

- Data Management Simulation: Completed a job simulation focused on Data Management for Commonwealth Bank's Data Science team.
- Data Privacy Compliance: Developed skills in anonymizing personal data to ensure compliance with data privacy regulations.
- Innovative Data Analysis Approaches: Proposed effective data analysis strategies, with a focus on social media, and demonstrated the ability to design efficient, well-structured databases for improved information management.

## Code basics - Insights to marketing team in F&B Industry

- Data Cleansing & Transformation: Cleansed, transformed, and merged relevant tables to create a unified dataset for analysis.
- Power BI Insights: Leveraged Power BI to extract insights on key performance indicators (KPIs) and generate visual representations for improved understanding.
- Presentation for Decision-Making: Created a PowerPoint presentation to highlight insights and address key queries, supporting enhanced decision-making processes.

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## EDUCATION & CERTIFICATIONS

### Bachelors in Instrumentation & Control Engineering

University of Petroleum & Energy Studies  
(2013-2017 )

### Data Analytics Course

From Excelr

### Virtual Job Experience Certificate

From Accenture, Tata, PWC, Quantium,  
Commonwealth Bank

### Digital Marketing website

<https://www.kkdigitech.com/>