

Rajan Gupta

Senior Data Analyst

Data Analyst with 2+ years of experience in media and retail industries, specializing in transforming large datasets into actionable strategies. Skilled in SQL, Python, Power BI, and advanced Excel, with proven success in analyzing sales, inventory, and customer data to optimize operations, forecast demand, and boost profitability.

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📍 Mumbai, India

🌐 linkedin.com/in/rajan-gupta12

WORK EXPERIENCE

Data Analyst

Infiniti Retail Limited (Croma)

10/2024 - Present

Mumbai, India

Achievements/Tasks

- Designed and deployed interactive Power BI dashboards to track sales, inventory, and customer metrics across 500+ stores PAN India, enabling leadership to make real-time, data-driven decisions and significantly reducing stockouts
- Conducted advanced retail analytics, including Market Basket Analysis to identify bundling opportunities and demand forecasting to optimize inventory turnover, improve product availability, and boost average basket value.

Senior Data Analyst

Magic9 Consumer Knowledge Pvt. Ltd

11/2023 - 10/2024

Mumbai, India

Achievements/Tasks

- Leveraged YUMI data and translated complex consumer/sales datasets into actionable marketing strategies, applying advanced segmentation and behavioral analysis techniques — skills directly transferable to retail customer insights and sales optimization.
- Analyzed ICE 360° data to provide insights into the Indian economy and consumer landscape, highlighting income-based diversification, asset ownership across deciles, and conducting in-depth analysis of consumer behavior across different economic segments.

Data Analyst

Magic9 Consumer Knowledge Pvt. Ltd

11/2022 - 11/2023

Mumbai, India

Achievements/Tasks

- Automated weekly and monthly report generation using Python, reducing preparation time by 40% and ensuring timely delivery of key insights.

EDUCATION

Masters in Science (IT) - Data Science

University of Mumbai (IDOL)

11/2022 - 01/2025

Project

- Identify the drivers of TV ownership in Bihar
- Market Basket Analysis

Bachelor Of Science (IT)

Arunachal University of Studies

06/2018 - 07/2021

CGPA 6.79

Projects

- Indian Economy Prediction
- Income Prediction

SKILLS

Python

SQL

BARC YUMI Software - Basic

Power BI

Excel

Analytical Skills

Google Data Studio

Predictive Modelling

Statistics

MIS Reporting

Stakeholder Communication

ACHIEVEMENTS

Recipient of the Meritorious Scholarship achieved through dedication and academic excellence- (06/2016)

MERCK INDIA - CRACKED THE MERITORIOUS SCHOLARSHIP

Achieved victory in the MONOACT competition showcasing solo performance talent.

LODHA FOUNDATION - MONOACT COMPETITION

Received promotions within a year period in recognition of outstanding performance. (11/2022 - 10/2024)

Senior Data Analyst - Magic9 Media & Analytics Pvt. Ltd

CERTIFICATES

Data Science - Tech Data Solution (06/2022 - 11/2022)

"Completed Data Science course, skilled in analysis, machine learning, data visualization, aiding informed decisions across diverse industries."

Google Data Studio - Skill Nation (03/2023)

A data visualization and reporting tool for creating insightful, customizable, and interactive reports from various data sources

Excel for Analytics - Skill Nation (04/2024)

A professional tool for data analysis, delivering insights through dynamic reports and visualizations.

ORGANIZATIONS

Magic9 Media & Analytics Pvt. Ltd (11/2022 - 10/2024)

Senior Data Analyst

Infiniti Retail Limited (Croma) (10/2024 - Present)

Data Analyst

HOBBIES

Travelling

Kabaddi

Games

Watching Anime

Scrolling Reels

Listening Music