

Vidya Gupta

vidyagupta9334@gmail.com

[linkedin.com/in/vidyagupta08](https://www.linkedin.com/in/vidyagupta08)

Bansdrone, Kolkata 700070

91+ 9334697737

Aspiring Data Analyst with hands-on experience in Excel-based data analysis, dashboard creation, and performance reporting. Currently working as an MIS Executive, analyzing retail campaign data and building insights-driven reports. Skilled in data cleaning, KPI tracking, and business-focused analysis.

SKILLS SUMMARY

- **Tools :** Excel (Advanced), SQL (Intermediate), PowerPoint, Power BI, Power Query
- **Data Skills :** Data Cleaning, Aggregation, KPI Tracking, Dashboarding
- **Analysis :** Pivot Tables, XLOOKUP, INDEX-MATCH, IF/IFS, SUMIFS, Dynamic Arrays
- **Visualization:** Charts, KPI Cards, Slicers
- **Soft Skills :** Attention to Detail, Communication, Time management

WORK EXPERIENCE

MIS Executive – Mindshaft Media Pvt. Ltd.

Jan 2026 – Present

- Managed and analyzed retail activation data across multiple zones, cities, and stores
- Built Excel dashboards to track KPIs like conversion rate, productive call rate, and sales performance
- Performed data cleaning, validation, and transformation for large datasets
- Used pivot tables, slicers, and advanced Excel formulas for dynamic reporting

Marketing Data and Content Associate | VSF

March 2025 - May 2025

- Created and maintained 200+ structured content records, captions, and scripts
- Ensured accurate formatting, labeling, and documentation of digital content
- Assisted in transcription and maintained organized data repositories

Freelance Content & Marketing Creator | KUKU FM

Apr 2022 – Mar 2025

- Managed structured data for 50+ audio scripts and promotional assets
- Organized content records for 8+ shows, ensuring version control and accuracy
- Maintained documentation and tracked content deliverables across teams

Projects

Retail Activation Performance Dashboard (Excel)

- Built an interactive dashboard to analyze sales, conversion rate, and zone-wise performance
- Designed KPI cards and slicers for dynamic filtering (week, zone, city)
- Identified high-performing regions and product trends
- Link: [Excel Dashboard](#)

Power BI Instore Activation Dashboard

- Built an interactive Power BI dashboard for Instore activation analysis using Excel data.
- Used Power Query, DAX measures, slicers, and data visualization techniques for business reporting.
- Improved data storytelling with clean dashboard design and actionable insights.
- Link: [Power BI Project](#)

Education

Deshbandhu College for girls

Bachelor's in Finance & Accounting

DAV College

Higher Secondary ; GPA : 8.4

Certifications

ChatGPT For Beginners | Great Learning

- earned effective prompt writing to generate reports, summaries, and structured content.

Typing Speed Certificate

- Achieved typing speed of 57 words per minute with high accuracy.