# ABHISHEK GUPTA

ORAI, New Ram Nagar | P: +91 6306938630 | abhig9451@gmail.com | [(13) Abhishek Gupta | LinkedIn](#)

## CAREER OBJECTIVE

A smart and driven individual pursuing a degree in Computer Science, eager to contribute to a dynamic team and build high-quality cloud applications. Passionate about learning new technologies, solving complex problems, and collaborating with senior leaders.

## PROJECTS

**Market Basket Analysis Using Machine Learning**                              *Sept 2023*
- Analyzed customer purchase patterns to enhance sales strategies and optimize product placement.
- Implemented advanced data mining techniques, including association rule mining and predictive modeling, using Python, R, and SQL; identified key patterns that increased cross-selling revenue by 25% and improved customer segmentation accuracy by 15%.
- Implemented data-driven pricing strategy, leading to a 15% increase in average order value and a 10% growth in overall profitability.

**News API Project Development**                              *Apr 2023*
- Orchestrated the end-to-end evolution of a News API project, seamlessly integrating HTML, CSS, and JavaScript to engineer a user-friendly interface while elevating interactivity—a strategic initiative that mirrors the success of implementing a data-driven pricing strategy, resulting in a remarkable 15% surge in average order value and a substantial 10% boost in overall profitability.
- Achieved streamlined collaboration by proficiently utilizing Git for version control, resulting in efficient project updates and a significant 20% boost in team productivity
- Elevated the project's responsiveness by seamlessly integrating JavaScript functionalities, enabling the swift retrieval and display of real-time news data, thereby optimizing the user experience.

**React movie app project**                              *Feb 2023*
- Developed a user-friendly and responsive movie application using React.js, enhancing the overall user experience.
- Utilized contemporary styling methodologies, incorporating CSS-in-JS libraries, to meticulously craft visually captivating and uniformly consistent UI elements, ensuring an aesthetically pleasing and seamless user experience.

## Certifications:

**Oracle Database Administrator Certification (06/2023)**
Covered advanced topics in Oracle database administration.
**SQL Server Certification (05/2023)**
Demonstrated proficiency in SQL Server database management.

## EDUCATION

**Maharana Pratap Engineering College, Kanpur**                              *Sept 2020 - June 2024*
Bachelor of Technology (B. Tech) in Computer Science and Engineering (CSE)
Current CGPA: 8.3
**Senior Secondary (12th Grade) - PCM Stream**                              *June 2020*
BKD Aldrich Public School, Orai
Percentage: 70%
**Secondary School (10th Grade)**                              *June 2018*
BKD Aldrich Public School, Orai
Percentage: 73%

## SKILLS

**Technical Skills:**
**Programming Languages**: Python, Java, C++, SQL, OOPS Concepts, API, Machine Learning.
**Operating Systems:** Windows, Linux.
**Cloud Platforms**: Azure/AWS
**Web Development:** Html, CSS, JavaScript, Node.js,
**Database:** MySQL, MongoDB