

# Aman Sharma

As an analytical and dynamic professional, I possess a strong ability to manage and interpret complex data sets. I excel in dynamic team environments and enjoy solving challenging problems by providing valuable insights. My proficiency in SQL, Python, Excel, and various Analytics Tools, including Power BI, Tableau, and Google Looker Studio, allows me to effectively analyze data and drive data-driven strategies.

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## ACADEMIC PROJECTS

### Google Merchandise Store Analysis

AlmaBetter Verified Project

06/2023 - 07/2023

Tags: Google Looker Studio, Interactive Dashboard

- Designed a **Looker Studio dashboard** for **Google Merchandise Store**, identifying customer behavior, **Segmentation** and marketing campaigns.
- Explored** and **analyzed** data from **Google Analytics** to gain insights of market dynamics, customer behavior and **web performance**.
- Developed** interactive visuals through **Cohort analytics** showing various **trends** of conversion rate per user over a given time period.
- Tracked and analyzed step by step journey that **users** take towards conversion through **Funnel analytics** in 5 parts - **Acquisition, Activation, Retention, Revenue** and **Referral**.

### Cat vs Dog Popularity in USA

AlmaBetter Verified Project

05/2023 - 06/2023

Tags: Power BI, Power Query, Data Model, DAX, Interactive Dashboard

- Designed** and **developed** a **Power BI dashboard** to visualize data on cat and dog ownership trends.
- Analyzed** cat and dog ownership trends, **identifying patterns** and changes in ownership over time.
- Discovered variations** in cat and dog ownership based on regional and demographic factors.
- The dashboard can be used to make **decisions** about marketing campaigns and **product development**.

### Telecom Churn Analysis

AlmaBetter Verified Project

03/2023 - 04/2023

Tags: Exploratory data analysis, Tableau, Interactive Dashboard

- Analyzed** a churn dataset of the **Orange Telecom** Company to identify the main factors contributing to **customer churn** and gain **valuable insights**.
- Conducted **EDA** on telecom churn dataset, using Python libraries such as **Pandas, Numpy, Matplotlib, Seaborn, Plotly**.
- Developed** an informative **Tableau dashboard** to visually showcase **churn analysis results**.
- Identified key factors affecting churn**, such as customer service calls, High day charges for day calls and quality issues for long duration callers.
- Presented actionable insights** and recommendations to **improve customer retention** and **reduce churn rate**.



## TECH STACK

### Expertise in Languages & Tools (x/5)

Python - 4.5 || SQL - 4.5 || Tableau - 4.5 || Excel - 4.5 || Power BI - 4.0 || GitHub - 4.5 || Looker Studio - 4.2

### Platform

Jupyter Notebook, PostgreSQL, VS Code, Google Colab, Pycharm

### ML Framework

Sci-kit Learn, Pandas, Numpy, Matplotlib, Seaborn, Plotly, NLTK



## WORK EXPERIENCE

### Graduate Engineer Trainee

Holitech India Pvt Ltd

08/2021 - 08/2022

Greater Noida, Uttar Pradesh

Skills: Excel, BM Vison, Teamwork, Problem solving.

- Scheduled and executed preventive and corrective maintenance operations efficiently.
- Analyzed data from equipment and Manufacturing Execution Systems (dataman) through Excel to identify problems.
- Successfully implemented process improvement resulting in a 5% increase in equipment efficiency.



## TRAINING EXPERIENCE

### Data Analyst Trainee

AlmaBetter

11/2022 - Present

Bengaluru, Karnataka

Skills: Excel, Supervised ML, Unsupervised ML, SQL, Tableau, Power BI, Good Communication skill, Team Work

- Worked on projects like **Telecom Churn Analysis** and **Zomato Restaurant Clustering** Worked on case studies like **Danny's Dinner, Pizza Runner** and **Foodie Fi**.
- Got hands-on experience with tools like **Power BI, Tableau, Excel** and **Looker Studio**.
- Secured a place in the **top 5%** of students in the cohort of 400 students, and worked as an **Subject Matter Expert**.



## EDUCATION

### B.Tech Mechanical Engineering

Dr. A.P.J. Abdul Kalam Technical University

06/2017 - 07/2021



## ACHIEVEMENTS

Gold Badge in Python & SQL

(02/2023) HackerRank || 597 Points in Python and 700 Points in SQL

Apache Spark (TM) SQL for Data Analysts

by Databricks



## PUBLICATIONS

Medium blog

**Machine Learning in Manufacturing**

2023