

Aaryan Sharma

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A passionate and creative data professional who leverages advanced statistical methods and compelling storytelling to drive decision-making. Uses team collaboration and leadership to generate actionable solutions to data-related problems.

Technical Skills: R, Python, SQL, Excel, Tableau, SPSS, QGIS, Microsoft Suite, AWS, Hadoop

Certifications: Certified Entry-Level Python Programmer, Google Analytics 4, Google Ads, Google Display Ads, AWS

Relevant Coursework: Time Series, Machine Learning, Text Analytics, Data Mining, Regression Methods, Marketing Analytics, Econometrics, Optimization, Financial Analytics, Web Scraping, Simulation Analytics, Risk Analytics, Fraud Analytics, NLP, Deep Learning, Bayesian, Data Engineering, Data Ethics

EDUCATION

Master of Science in Analytics

May 2025

NC State University, Institute for Advanced Analytics, Raleigh, NC

Bachelor of Science in Economics, Business Administration

May 2024

Concentration in Marketing and Business Analytics, NC State University, Raleigh, NC

PRACTICUMS

Wells Fargo

Sept. 2024 – Current

Data Scientist

- Identify **KPI drivers for the complaints team** to enhance customer service outcomes and improve KPI performance; **evaluate driver impacts utilizing Python, statistical analysis, and machine learning**
- Employ **time series forecasting in R** to analyze and predict demand fluctuations for the escalated complaints team, **enabling better optimization of employee allocation**
- Built **predictive models** using **logistic regression** to provide **interpretable insights for stakeholders** and leveraged **Explainable Boosting Machine (EBM)** to **optimize predictions**, gaining both global and local understanding of variable impacts on cases
- Engineer an **outlier detection model in Python** to identify customer service representatives exhibiting performance anomalies, **generating alert reports in Tableau** to notify stakeholders

The Agriculture Institute @ NC State

Jan. 2024 – Apr. 2024

Data Scientist

- Designed and deployed a **Python-based Streamlit dashboard** integrating **K-Means and DBSCAN clustering** for faculty and staff, improving **student-faculty engagement by 33%** by identifying at-risk students
- Built an interactive **Tableau dashboard** to provide **real-time post-graduate salary insights**, enhancing recruitment efforts for prospective students

East Bower Cider Company

Feb. 2024 – Apr. 2024

Data Analyst

- Conducted consumer segmentation and text analysis in R**, identifying customer groups and key sentiment drivers to optimize **ad messaging and social media strategy**, leading to a **38% increase in engagement**
- Collaborated with a marketing team to design **mock social media creatives** and assess **expected engagement impact** using historical consumer interaction data

TSV Analytics

Aug. 2023 – Dec. 2023

Data Analyst

- Optimized paid search campaigns using Google Ads, GA4, and SEO tools**, leading to a **2700% increase in conversions** by refining **keyword strategy, bid adjustments, and audience segmentation**
- Conducted **A/B testing** to enhance ad placements and keywords, improving user engagement and conversion rates

PROFESSIONAL EXPERIENCE

NC State University

Raleigh, NC

Teaching Assistant – Marketing Research, Predictive Analytics

Jan. 2024 – Present

- Provide academic support and mentorship to **300+ students** in **predictive analytics, statistical modeling, machine learning, and marketing research methodologies**
- Guide students in creating **business-related recommendations** from **in-depth data analysis** from **Qualtrics** data
- Effectively translate **supervised/unsupervised learning concepts** to a **non-technical audience**

Bank of America

Charlotte, NC

Global Operations Development Analyst Intern

June 2023 – Aug. 2023

- Developed an **automated GPO IT complaint tracker** using **PowerPivot and Power Query**, achieving **92% compliance with audit requirements** and reducing risk exposure by **33%**

- Built a **time series forecasting model (ARIMAX)** to **predict invoice costs with 82% accuracy**, optimizing financial planning for **ACH and WTX payment processing**

VisionPoint Marketing

Raleigh, NC

Business Development Analyst

June 2022 – Jan. 2023

- **Leveraged descriptive (Summary Statistics) and predictive analytics (Time Series) in Excel** to optimize inquiry processing, reducing response time by **25%**
- Conducted **data-driven research** that secured **three marketing-hunting licenses**, improving lead generation for future business opportunities

EXTERNAL PROJECTS

Google Review Dashboard: Developed an **interactive Python dashboard** integrating **web scraping (BeautifulSoup, Selenium)** and **NLP (VADER, BERTopic)** accessible to consumers to analyze **customer sentiment, pricing trends, and top-rated dishes** from Google Reviews <https://restaurant-reviews.streamlit.app/>

Food Assistance Dashboard: Applied **machine learning techniques (K-Means)** to showcase counties that require additional SNAP benefits and food assistance, presenting insights to stakeholders

Raleigh Real Estate Model: Built an **R-based linear regression model** predicting **buy/sell price estimates with 54% accuracy**, using real estate market trends and historical sales data

McDonalds Sentiment Reviews: Conducted **large-scale text analysis using NLP techniques (NLTK, VADER, BERTopic)**, categorizing reviews across **20+ locations** to assess brand sentiment and key topics [Dashboard Link](#)

NC State Women's Tennis Dashboard: Designed a **Tableau and Python-based dashboard** analyzing **match performance data** to help coaches tailor training plans for players [Dashboard Link](#)

NC State Plant Science Initiative Hackathon: Leveraged **feature selection techniques (PCA, Lasso Regression)** and ML models to analyze **2,800+ agricultural variables**, identifying key factors affecting corn yield.

2024 NC Education Datathon: Performed **geospatial analysis using QGIS** to evaluate **correlations between CTE (Career & Technical Education) enrollment and student achievement**, providing **data-driven policy recommendations**.

2023 NC Education Datathon: Applied **linear and logistic regression models in R** to analyze **school performance trends**, transforming **public education datasets into actionable insights**