

Akanksha Sharma

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EDUCATION

Rutgers University, New Brunswick, NJ

May 2020

Master of Business and Science in Data Analytics

GPA: 3.93

Relevant Courses: Python for Data Science, Regression Analysis, Business Intelligence and Visual Analytics, Fundamentals of Analytics (Machine Learning)

TECHNICAL SKILLS

Programming Languages: Python, R, COBOL, C++, SQL

Data Visualization: Tableau, Power BI, ArcGIS

Cloud Platform: AWS (EC2, EMR, SageMaker, S3), MS Azure, Google Collaboratory

Software Tools: MySQL Workbench, Advanced Excel, Python Jupyter, SQL Server Management Studio, WEKA

Data Science: Regression, Classification, Clustering, Neural networks

PROFESSIONAL EXPERIENCE

Data Scientist Trainee, Marlabs Inc, Piscataway, NJ, USA

August 2020 – Present

Multivariate Time Series Sales Forecasting (*Python Jupyter, Git, AWS SageMaker, MS Excel, Tableau*)

- Explored sales data over time for more than 1000 stores of a retail chain to identify the **trend, seasonality and holiday effects** on the stores' sales pattern.
- Implemented **LSTM deep learning model** and **fbProphet statistical model** via multiple parallel **time series**.
- Predicted the daily sales for the next 3 months for each store with **5% mean prediction error**.

Data Analytics & Business Intelligence Extern, Stryker Corporation, NJ, USA

June 2019 – December 2019

Medical Products Life Cycle Codes (LCCs) Prediction (*MySQL, ETL, MS Azure, Tableau, Power BI, Jupyter, MS Excel*)

- Automated product categorization of medical devices by implementing supervised and unsupervised **Machine Learning** algorithms.
- Developed clear **product label definitions** with **93%** prediction accuracy.
- Enhanced the process of viewing reports, decision making and inventory strategy planning via dashboards using **Microsoft Power BI** and **Tableau**.

ASE - Data Analyst, Tata Consultancy Services, Delhi, India

January 2017 – August 2018

Sailing Management & Customer Lifetime Value Prediction (*MySQL, Python, Tableau, COBOL(Mainframes)*)

- Developed & maintained backend operations of web-based applications on the Mainframes platform using **embedded MySQL** to improve internal admin controls.
- Analyzed travel and transaction large data sets to **predict** the future purchasing behavior of customers via **deep neural networks** leading to **10% increase in sales**.
- Created **customer segmentation** using **K-Means** algorithm to explore customer attrition.
- Explored high performance pricing offers to determine optimal pricing policies leading to a **20% growth** in customer retention.

TECHNICAL PROJECTS

Visual Analytics of Gun violence in the US (*Tableau, MS Excel*)

- Performed exploratory analysis of gun crime incidents to discover hotspots, mass shooting geographies and understand time, location trends & predicted number of incidents by building interactive Tableau dashboard.

Hospital Length of Stay (LOS) Prediction (*Python, MySQL, MS Excel, AWS*)

- Implemented regression algorithms to conclude **Random Forest Regressor** to be the best regression algorithm for the use case.
- Optimized the model performance by implementing **Elastic net regularization** technique for feature selection & achieved **94% prediction accuracy**.

Cruise Search Web Application (*MySQL, PHP, HTML, Relational Data Modeling*)

- Designed the star schema & stored the project data in a relational database using MySQL.
- Developed User Interface Web pages for customers and admin with added selective functionalities for viewing and modifying data.

CERTIFICATION

Google Analytics, Google

March 2020

AWS Certified Data Analytics Specialty, Udemy

October 2019

Mini MBA: Digital Marketing, Rutgers University

March 2019