

Alok Sharma

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Portfolio: [Case Studies & Work Samples](#)

Analytics & Decision Systems | Revenue, Planning & Governance

Analytics professional with 6+ years of experience designing **executive decision systems**, governing KPIs, and building planning models across Sales, Finance, and Marketing. Known for transforming fragmented reporting into **scalable, trusted analytics frameworks** that influence operating rhythm and leadership decisions.

Work Experience:

Senior Data Analyst

May 2024 - Present

Sprinklr India Pvt Ltd, Bengaluru, India

- Designed annual **sales goal & capacity planning models**, aligning targets with financial and operational plans
- Consolidated 10+ dashboards into a single **storyboarded Power BI experience** with website-like navigation, improving clarity, reducing friction, and increasing cross-functional adoption by 41%
- Influenced strategic decisions including **20% ramp-time reduction** and persona prioritization changes that improved regional win rates by 23%
- Optimized **data pipelines**, reducing production TAT through GenAI-assisted code acceleration
- Managed and mentored a **team of 3 analysts**, driving analytical quality and on-time delivery

Data Analyst

Jun 2021 - May 2024

Udaan Technologies Pvt Ltd, Bengaluru, India

- Improved margin reporting accuracy by 3.2%** via algorithm enhancements
- Reduced reporting turnaround time (TAT)** using SOPs and automation
- Partnered with business and operation teams & supported decision-making

Data Analyst - Lead Generation

Nov 2020 - Jun 2021

Vedantu Innovations Pvt Ltd, Bengaluru, India

- Analysed lead funnel performance and segmentation drivers, contributing to a **12% improvement in lead conversion**
- Evaluated campaign effectiveness and engagement metrics, increasing CTR by **28%** and reducing uninstall rates

Marketing Analyst

Sep 2018 - Nov 2020

Cultfit Healthcare Pvt Ltd, Bengaluru, India

- Reduced manual reporting time by 40%** via SQL automation
 - Enhanced CRM strategy**, cutting messages per user from 5 to 3
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Education:

Georgia Institute of Technology, US

Master of Science in Analytics | Expected 2027

KIIT University, Bhubaneswar, India

B.Tech in **Electronics & Telecommunication** | 2017

Skills & Tools:

• SQL • Python • Power BI • Tableau • Looker Studio • Git • Excel • RCA & KPI diagnostics • Data Storyboarding