

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 Sprinklr India Pvt Ltd , Bengaluru, India	May 2024 - Present
<ul style="list-style-type: none">Designed annual sales goal & capacity planning models, aligning targets with financial and operational plansConsolidated 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 accelerationManaged and mentored a team of 3 analysts, driving analytical quality and on-time delivery	
Data Analyst Udaan Technologies Pvt Ltd , Bengaluru, India	Jun 2021 - May 2024
<ul style="list-style-type: none">Improved margin reporting accuracy by 3.2% via algorithm enhancementsReduced reporting turnaround time (TAT) using SOPs and automationPartnered with business and operation teams & supported decision-making	
Data Analyst - Lead Generation Vedantu Innovations Pvt Ltd , Bengaluru, India	Nov 2020 - Jun 2021
<ul style="list-style-type: none">Analysed lead funnel performance and segmentation drivers, contributing to a 12% improvement in lead conversionEvaluated campaign effectiveness and engagement metrics, increasing CTR by 28% and reducing uninstall rates	
Marketing Analyst Cultfit Healthcare Pvt Ltd , Bengaluru, India	Sep 2018 - Nov 2020
<ul style="list-style-type: none">Reduced manual reporting time by 40% via SQL automationEnhanced CRM strategy, cutting messages per user from 5 to 3	

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