

## Ananya Sharma

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### Professional Summary

Data Scientist with 3+ years of experience applying machine learning, statistical modeling, and big data analytics to solve business challenges in e-commerce and finance. Skilled in Python, SQL, and cloud platforms with a strong foundation in data storytelling and visualization. Proven track record of increasing customer retention, optimizing marketing campaigns, and building predictive models that deliver business value.

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### Technical Skills

- **Programming & Tools:** Python, R, SQL, Spark, Hadoop, TensorFlow, PyTorch
  - **Data Analysis & Visualization:** Pandas, NumPy, Scikit-learn, Power BI, Tableau, Matplotlib, Seaborn
  - **Machine Learning:** Regression, Classification, NLP, Recommendation Systems, Time Series Forecasting
  - **Databases:** MySQL, PostgreSQL, MongoDB
  - **Cloud & Deployment:** AWS (S3, SageMaker), Docker, Flask, FastAPI
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### Professional Experience

#### Data Scientist | Flipkart – Bengaluru, India

📅 Jul 2021 – Present

- Built a **customer churn prediction model** (XGBoost) with 91% accuracy, leading to a **12% improvement in retention**.
- Developed recommendation systems for product suggestions, boosting cross-sell revenue by **18%**.
- Automated ETL pipelines using Python and SQL, reducing manual reporting effort by **35 hours/month**.
- Designed dashboards in Tableau to track KPIs, enabling leadership to make real-time business decisions.

## Data Analyst | ICICI Bank – Mumbai, India

 Jun 2019 – Jun 2021

- Conducted **credit risk analysis** using logistic regression, reducing loan default rates by **8%**.
  - Created Power BI dashboards to visualize customer spending patterns, influencing product design.
  - Optimized SQL queries for reporting pipelines, improving execution time by **60%**.
  - Collaborated with risk management teams to develop data-driven lending strategies.
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## Education

 **M.S. in Data Science**

Indian Institute of Technology (IIT) Bombay | 2021

 **B.Tech in Computer Science**

Vellore Institute of Technology (VIT) | 2019

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## Projects

- **Customer Churn Prediction (Telecom Sector):** Built ML model with Random Forest & XGBoost achieving 92% accuracy.
  - **Sentiment Analysis (Twitter Data):** Implemented NLP pipeline using LSTM to classify sentiments with 89% accuracy.
  - **Sales Forecasting:** Developed ARIMA-based time series models to forecast sales with <5% error margin.
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## Certifications

- Machine Learning Specialization – Coursera (Andrew Ng)
- AWS Certified Machine Learning – Specialty
- Tableau Desktop Specialist