DIVYA SHARMA

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EDUCATION

Duke University Durham, NC

Master of Science in Interdisciplinary Data Science *Expected May 2025*

Relevant Courses: Natural Language Processing, Statistical Modeling, Data Engineering, Practicing Machine Learning

SRM University Chennai, India

Bachelor of Technology in Computer Science Engineering; GPA: 8.9 *Jul 2013 – May 2017*

Relevant Courses: Data Structures and Algorithm Design, Object Oriented Programming, Database Management Systems

SKILLS

- **Languages and Tools:** Python (pandas, scikit-learn, NLTK, NumPy, matplotlib), SQL, R, Jupyter, Tableau, Amazon Quicksight, Datanet ETL Manager, Microsoft Excel, GitHub, Powerquery
- **Machine Learning & Cloud:** Classification, Natural Language Processing, Github Codespaces, Github CI/CD, EMACS
- **Professional Skills:** Data Analysis, Storyboarding, Predictive Analysis, Data Visualization, Predictive Modeling, Machine Learning, Business Analysis, Big Data, Data Reporting, Statistics

EXPERIENCE

Amazon | Bangalore, India

Business Analyst *Mar 2022 - Jun 2023*

- Collaborated with the Retail Loss Prevention Team to identify and reduce fraud, network abuse, and operational losses across key retail performance indicators accounting for 4% of Amazon India's revenue
- Developed automated business analytics using Excel PowerPivot and Datanet ETL to monitor key expense indicators, enabling leadership to identify over $10M in potential cost reductions and maintain variance within financial targets

Business Analyst *Nov 2020 - Feb 2022*

- Developed foundational financial reporting infrastructure, processes, and analytics for the launch and rapid national expansion of Amazon India's grocery e-commerce business, Amazon Fresh
- Streamlined reporting for 7+ teams by developing a centralized operations dashboard that tracked end-to-end efficiency metrics for fresh fulfillment centers, reducing redundant report generation and validation time by 60%

Mu Sigma Inc | Bangalore, India

Decision Scientist *Aug 2017 - Nov 2020*

- Facilitated the integration of sales teams post-merger through performance assessment, data normalization, optimized territory design, and tailored field strategies, enabling a 18% reduction in sales operation costs
- Optimized sales territories by modifying an algorithm to generate geographically contiguous zones from zip level with comparable revenue and opportunity, reducing variance in territory performance metrics from 56% to 8%
- Built a model to predict a Financial Adviser's propensity to redeem a given fund, enabling the sales team to prioritize clients and mitigate the risk of redemption, thereby saving 60MM USD annually
- Engineered a complex dataset combining data hosted in multiple platforms, aiding in creating hyper - personlized contact strategies, increasing the overall lead conversion rates by 13%
- Developed a look-alike model using Decision Trees to identify behavioral triggers that led to an online insurance quote, facilitating in optimizing lead acquisition costs by 15%
- Created a classification model using CART Techniques to identify and predict Planned vs Unplanned Sales by customers for a Home Retailer, redcuing inventory waste by 13% and improving inventory turnover by 18%

ACADEMIC PROJECTS

Resume Follow-up Drivers (Statistics, Logistic Regression, Github Link) *Oct 2023*

- Built a logistic regression model in R using the OpenIntro Resume dataset to identify the influence of race and gender on job application callback rates

Text generation with Probabilistic Models (NLP, Supervised Learning, Python, Github Link) *Sep 2023*

- Created a versatile sentence generation tool utilizing n-grams, NLP, and OOP in Python with stochastic and deterministic modes for enhanced functionality

Airbnb Pricing in Asheville, NC (Statistics, Linear Regression, Github Link) *Oct 2023*

- Developed price prediction model using R and identified key drivers of pricing for Airbnbs in Asheville, NC