SARTHAK MORE

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**CAREER PROFILE**

Graduate in Computer Science with an MBA in Business Analytics. Skilled in SQL, Power BI, Python, and Excel for analyzing data and driving decisions across domains like E-Commerce, Subscription Services, and Consumer Goods.

**TECHNICAL SKILLS**

**Programming & Querying:** SQL (Joins, Subqueries, CTEs, Window Functions, Query Optimization), Python (NumPy, Pandas, Matplotlib, Seaborn)

**Business Intelligence:** Power BI (DAX, Data Modeling, Service), DAX Studio, MS Excel (Power Query, VLOOKUP, Pivot Tables), PowerPoint

**Analytics & Reporting:** Cross-Functional Collaboration, Strategy Analytics, Lead Generation, Project Management

**Domain Exposure:** Client management, Business Growth, Marketing Research, Product Performance monitoring, Revenue Operations, Decision Making

**PROJECTS EXPERIENCE**

**OTT Merger Analysis June 2025**

CodeBasics Resume Project Challenge #14 | Power BI | SQL | Excel | [Report Link](https://app.powerbi.com/view?r=eyJrIjoiNTdkODZhMTgtMmYwOC00NmE2LWIyZTgtNmI2OTY3ZWRhMGUzIiwidCI6ImM2ZTU0OWIzLTVmNDUtNDAzMi1hYWU5LWQ0MjQ0ZGM1YjJjNCJ9&pageName=7fbb5c63bfb6a096e31d) | [GitHub Repo](https://github.com/Sarthak18-DA/OTT_Intel)

* Evaluated LioCinema & JotStar subscriber data, pinpointing key drivers of subscription plan changes; presented

findings to the marketing team and influenced **5+** AB tests to improve user engagement.

* Identified **14.9%** inactivity rate for JotStar and **44.9%** for LioCinema, with inactivity correlation scores of **96.2%** and **94.6%** respectively, highlighting strong user behavior patterns.
* Identified over **77,000** users at risk of inactivity or downgrading, allowing early intervention to prevent subscriber loss and protect recurring revenue.

**Business Intelligence (AtliQ Hardware) –** Brick & Mortar and E-Commerce **May 2025**

Power BI | SQL | Excel | Dax Studio | [Report Link](https://app.powerbi.com/view?r=eyJrIjoiNWU0YTFhNjYtZjU3YS00NDU1LWExMTQtMjUzMzExYzFmYjg5IiwidCI6ImM2ZTU0OWIzLTVmNDUtNDAzMi1hYWU5LWQ0MjQ0ZGM1YjJjNCJ9&pageName=ReportSection9275feb00c2e013d8906) | [GitHub Repo](https://github.com/Sarthak18-DA/Business-360)

* Customized a multi-functional Power BI report to analyze AtliQ Hardware sales trends over the global market of sales data from two different sources.
* Built data models and visualizations in Power BI, and optimized the report with DAX studio which improved the performance of the report by **5%.**
* Developed a dashboard that enabled AtliQ Hardware to analyze department sales trends, driving a projected **10%** revenue acceleration and **20%** reduction in data related expenses.

**WhatsApp Chat Analysis April 2025**

Python (Pandas, Seaborn, Streamlit) | [GitHub repo](https://github.com/Sarthak18-DA/What-s-App-Chat-Analysis-)

* Created a user-friendly dashboard using streamlit for visualising chat analysis results, improving user engagement by **40%**
* Utilised Python programming to preprocess data and extract valuable insights streamlining data processing by **25%**

**CERTIFICATIONS**

[Advanced SQL Querying Techniques](https://www.udemy.com/course/sql-advanced-queries/) - Maven Analytics | [Certificate](https://www.udemy.com/certificate/UC-83e11a8f-751c-45bd-a911-21c9191c6ee0/)

Master of Data Analytics Program (**6 Months**) - The IScale |[Certificate](https://github.com/Sarthak18-DA/Certifications-/blob/main/DA%20Certificate.jpg)

SQL Beginner to Advanced For Data Professionals - CodeBasics | [Certificate](https://codebasics.io/certificate/CB-50-186382)

Power BI Data Analytics For All Levels 2.0 - CodeBasics |[Certificate](https://codebasics.io/certificate/CB-49-186382)

Excel: Mother of Business Intelligence - CodeBasics |[Certificate](https://codebasics.io/certificate/CB-51-186382)

**EDUCATION**

**Sinhgad Institutes of Technology & Management** Nov 2022 – Jul 2024

MBA in Business Analytics; **GPA: 7.20** Pune, India

**New Arts, Commerce & Science College**  Jul 2019 – Apr 2022

Bachelor of Computer Science; **GPA: 7.37**  A.Nagar, India

**WORKSHOPS & TRAININGS**

Participated in Data Science & Generative AI workshop by upGrad (3 hours)

Completed employability skills training (4-day LifeSkills program by Rubicon)