

Aman Sharma

Phone: +44 73422 39382 · Email: emailamansh@gmail.com · LinkedIn: [linkedin.com/in/sharma-aman/](https://www.linkedin.com/in/sharma-aman/)
Jarratt Hall, Selly Oak, Birmingham, West Midlands - B296FQ

BUSINESS INTELLIGENCE ANALYST

As a seasoned Business Intelligence Analyst, I draw upon a diverse background in startup environments to inform my analytical approach. This breadth of experience enables me to adeptly translate business insights into advanced analytics, leading the development and implementation of data-driven solutions for organizational growth. Proficient in optimizing BI tools and crafting sophisticated logics, I seamlessly integrate my expertise to ensure thorough and insightful analysis. With a steadfast commitment to upholding data integrity, I excel in delivering clear, concise reports that empower informed decision-making across all organizational levels.

KEY COMPETENCIES

Process improvement	Report writing and presenting	BI and Tech Tools:
Data-driven strategic planning	Critical thinking skills	SQL, Metabase, Apache Superset,
Cost-benefit analysis	Excellent communication skills	QlikSense, BigQuery, Airbyte, Shopify,
		Google and Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Globalbees - *Second Fastest Unicorn of India, leading 'house of brands'* Aug 2021 - Present

Lead, Business Intelligence

- Established and expanded the BI Vertical, covering 70+ brands and serving 250+ end users.
- Developed control reports for marketing, operations, sourcing, and business teams, enabling daily metric monitoring.
- Engineered recommendation engines for pricing, profitability, inventory management, Amazon and Flipkart advertising, and warehouse optimization.
- Currently managing 17 dashboards with 1500+ visualizations from diverse sources, including 12 marketplaces, 35+ warehouses, and internal product tools.
- Responsible for quarterly and monthly analyses, highlighting key areas for focus. Serves as the main contact for Prescriptive, EDA, Descriptive, and Causal analysis.

Freelance Projects Dec 2020 - Aug 2021

Program Management

boAt (May'21 - Aug'21) | PM for New Initiatives | *India's 1st & world's 5th largest wearable brand*

- Led expansion into new markets and categories, managing distributor negotiations, supplier relationships, and market research.

Occupi (Dec'20 - May'21) | Sr. Project Manager | CEO's Office | *Bootstrapped 'house move in ready' startup*

- Played a crucial role in launching the startup, overseeing diverse projects including supply partnerships and operational setup.

Meesho - *India's most downloaded shopping app and 3rd largest ecom retailer* Feb 2020 - Dec 2020

Category and Program Management - ACM and APM

- As an ACM:
 - Managed Kurtis and Kurta Sets, Meesho's second-largest category, achieving a GMV of 100 crores by September 2020, surpassing platform performance by 4%.
 - Implemented predictive demand strategies for improved supply funnels and AOV control.
 - Led category landing page enhancements, increasing monthly order growth by 7%, while overseeing a team of 4 designers, 2 business intelligence associates, 12 KAMs, and 4 BDAs during the 2020 festive season.
- As an APM:
 - Oversaw Gamification and Category Marketing programs, optimizing the FY (Front Page) for category prioritization and managing external push communications.
 - Spearheaded sales incentives like Spin and Win, Leaderboards, and challenges, while reducing notifications per user by 12% without affecting app open rates.

Housr - *Luxury co-living startup*

Feb 2019 - Dec 2019

Strategy Manager - Alliances and Analytics

- Managed the entire alliances function for a new-age co-living startup, including analytics and on-ground operations reporting.
- Formed partnerships with 30 brands to enhance user experience within 2.5 months, including marquee partners such as Zomato, AltBalaji, Stage3, TheNewShop, Bajaa, Rapido, and Shuttl.
- Led the external transformation (branding side) of the properties. Directed BTL activation in 7 corporate parks over 12 days.

Urbancompany (Formerly UrbanClap) - *Technology platform offering at home services*

Oct 2017 - Feb 2019

Category Manager - Large Home Projects

- Part of the team that built India's Second largest Packing and Moving Platform, achieving an ARR of 60M INR with 10K household relocations monthly.
- Improved NPS by 34% through quality focus and supply-demand innovation.
- Established UrbanClap's own Packers and Movers business from scratch, generating 4.5 lacs INR monthly revenue in NCR/Delhi.
- Led the entire Packers and Movers business with a team of 10+ sales executives and 6 surveyors.

BUSINESS INTELLIGENCE ANALYST ACCOMPLISHMENTS

Vertical Building and Tool Optimization

Led the development and expansion of the Business Intelligence vertical from inception. Started with Metabase and migrated to Apache Superset, optimizing costs without sacrificing efficiency. Established a streamlined data warehouse using BigQuery for efficient data storage and retrieval.

Data Management and Governance

Ensured data integrity and security were upheld throughout all BI operations. Created and maintained comprehensive glossary documentation for dashboards, providing clarity on calculations, logic, and terminology.

Analytical Solutions Development

Engineered sophisticated logics for tasks such as inventory replenishment, auto purchase orders, and price recommendations. Designed and implemented systems for deal recommendations and advertising optimization. Developed risk assessment models to manage product performance across various metrics.

Reporting

Produced executive summaries, presentations, and comprehensive reports tailored to the needs of key stakeholders. Presented findings and insights in clear, concise formats to facilitate data-driven decision-making processes. Collaborated with cross-functional teams to ensure alignment between reporting outputs and strategic objectives.

EDUCATION & CERTIFICATIONS

Bachelor of Computer Applications

Major: Analytics

St. Xavier's College - 2012

REFERENCES

Rahul Chaudhary - rahul@globalbees.com

Head of Product and Technology

GlobalBees

EXTRACURRICULAR ACTIVITIES

President, St. Xavier's Music Society

Drummer for the college band, won multiple inter college band competitions

Global Music Institute - Berklee International Accredited

Studied contemporary jazz drumming and music theory. Played for a dozen groups as a session musician.