

Shouvik Sharma

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SUMMARY

Highly analytical and strategic professional with expertise in modeling, analytics, and decision making, seeking a challenging position to contribute to the development of new products and pricing strategies in the lending industry. A proven track record in driving business growth, improving profitability, and delivering effective marketing solutions.

WORK EXPERIENCE

Sr. Business Analyst at Avant LLC, Chicago:

(Aug 2021 –Present)

- Conducted in-depth analysis and modeling to support the development of new products and pricing strategies for lending products.
- Led end-to-end data transformation workflows with dbt (data build tool), achieving a 20% improvement in analytics process efficiency and ensuring reproducibility.
- Extracted insights from marketing data to create **source attribution funnel** dashboard in Looker, this helped business stakeholders to improve customers' application experience, and increase application rate by 4%.
- Migrated marketing campaign pipelines from conventional marketing tools like Responsys to Segment using API supported python libraries.
- Collaborated with cross-functional teams including IT, Sales, Operations, and Finance to drive improvements in quality, volume, service, and profitability.
- Understand and write complex sql queries as a source of ETL pipelines, providing required recommendations to the DBA team such as adding an index on the frequently used tables, ultimately to improve query optimization.
- Evaluated operational feasibility and led implementation efforts for new initiatives, ensuring seamless execution and monitoring the results.
- Supported debt collection practices by developing mission-critical pipelines using PySpark and orchestration tools like Airflow.

Business Analyst Intern at CNH Industrial Inc., Racine:

(Mar 2021 – Aug 2021)

- Designed and implemented efficient ETL processes using Ab Initio, optimizing SQL queries, collaborating with cross-functional teams, automating reporting systems, and conducting performance tuning, resulting in enhanced data management and accessibility.
- Collaborated with data scientists to define data requirements, implemented ETL processes for seamless data integration, optimized SQL queries, and facilitated the development of predictive models, fostering a synergistic environment for data-driven insights.
- Utilized rigorous analytic marketing and credit risk management techniques to enhance business performance and mitigate risks.

Data Analyst at Daten Solutions Inc., Chicago:

(May 2020 – Mar 2021)

- Evaluated operational feasibility and led implementation efforts for new initiatives, ensuring seamless execution and monitoring the results.
- Developed and maintained data pipelines using Azure services resulting in a 40% increase in data processing speed.
- Automated ETL processes using Prefect (Python), enhancing data wrangling capabilities and achieving a 40% reduction in time through large-scale data conversions. Facilitated the seamless transfer of BAAN data into standardized formats for integration into Snowflake.
- Led projects to enhance customer experiences, leveraging breakthrough technology and concepts to deliver on new go-to-market strategies.

Business Analyst – Practicum Student at Labelmaster, Chicago:

(May 2020 – Dec 2020)

- Conducted data-driven analysis of customer behavior, segmentation, and product performance, identifying opportunities for growth and optimization.
- Optimized complex SQL scripts for quality checking of projects and populating output tables for deployment using Azure Pipelines.

Business Analyst at Cartesian Consulting, Mumbai:

(Apr 2018- Jul 2019)

- Exceptional written and oral communication skills, coupled with strategic influencing abilities to drive agreement and consensus.
- Implemented data governance policies resulting in a 30% reduction in data quality issues.
- Collaborated with cross-functional teams to develop and execute marketing initiatives, driving customer acquisition, retention, and revenue growth.

EDUCATION

- **MS in Computer Science and Mathematics**, Illinois Institute of Technology, **GPA: 3.8**

(Aug 2019 - May2021)

Related Courses: Big Data Technologies, Applied Statistics, Database Management, Data Preparation and Analysis.

- **MS in Statistics**, NMIMS University, **GPA: 3.35**

(Jul 2016 - Apr 2018)

- Certifications: [Snowflake Pro Certification](#), SAS Certified Base Programmer for SAS 9, SAS Certified Predictive Modeler

SKILLS

- **Programming:** Python, SQL, Scala, Java, HTML, Excel VBA (Macros).
- **Big Data Ecosystem:** Spark, Hadoop, Kafka, EMR, Snowflake, Ab Initio
- **Distributed Data/Computing Tools:** MapReduce, Hive, Spark
- **Cloud Technologies:** AWS (S3, EC2, Lambda, Athena, RDS, Redshift, EMR), NoSQL, Cassandra, MongoDB, Kubernetes, Snowflake, CircleCI, Airflow, Prefect, Google Data Studio, Azure Synapse Analytics.
- **Tools:** Tableau, Power BI, Azure ML, RStudio, Jupyter Notebook, DBT, Databricks, IBM-Unica, SSIS, MS Office, JIRA, Looker.
- **Libraries:** Numpy, Pandas, Matplotlib, Seaborn, Scikit-Learn, Keras, Nltk, Gensim, Scipy, Beautiful Soup.
- **Datasets:** HTTP, HTML, XML, JSON