**Shouvik Sharma**

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**SUMMARY**

Over 3 years of comprehensive work experience in Data Engineering, Marketing Analytics and Business Intelligence in banking and retail domains. Ability to solve complex business problems using ETL, Data Mining, Machine Learning & Data Warehousing concepts.

**LEADERSHIP**

Head of the Sports Department (ISA) – NMIMS, Mumbai, India **(June 2016 – Apr 2018)**

• Led a team of 6 volunteers. Coordinated various workshops on Sports Event for 50+ students.

**EDUCATION**

* **MS in Data Science**, Illinois Institute of Technology, **GPA: 3.8** **(Aug 2019 - May 2021)**

**Related Courses**: Machine Learning, Big Data Technologies, Applied Statistics, Statistical Learning, Database Management,

Data Preparation and Analysis, Introduction to Algorithm, Data Science Practicum.

* **MS in Statistics**, NMIMS University, **GPA: 3.35 (Jul 2016 - Apr 2018)**

**Related Courses:** Regression Analysis, Estimation, Testing of Hypothesis, Distribution Theory, Linear Algebra and Numerical Methods, Parametric Inference estimation, Probability Theory, Linear Models

* Certifications**:** [Snowflake Pro Certification](https://www.youracclaim.com/badges/f03d4251-13bd-4fd0-9f0d-45ff17bd718f), SAS Certified Base Programmer for SAS 9, SAS Certified Predictive Modeler

**SKILLS**

* **Programming:** SQL, Python, R, SAS, Pyspark, HTML, C#, Excel VBA (Macros), Talend, Agile Methodology, PostgreSQL, MySQL.
* **Big Data Ecosystem**: Spark, Hadoop, MapReduce, Hive, Pig, Kafka, Flume, Hbase, Microsoft Azure.
* **Cloud Technologies**: AWS (S3, EC2, Lambda, Athena, RDS, Redshift, EMR), NoSQL, Cassandra, MongoDB, Kubernetes, Snowflake, CircleCI, Airflow, Prefect, Salesforce.
* **Tools:** Tableau, Power BI, Azure ML, RStudio, Jupyter Notebook, SAS E-Miner, SAS CI, IBM-Unica, SSIS, MS Office, JIRA.
* **Libraries:** Numpy, Pandas, Matplotlib, Seaborn, Scikit-Learn, Keras, Nltk, Gensim, Scipy, Beautiful Soup.
* **Datasets:** HTTP, HTML, XML, JSON

**WORK EXPERIENCE**

**Market Intelligence Analyst at Daten Solutions Inc., Chicago*:* (May 2020 - Present)**

* Developed and automated **data migration pipeline** from SQL Server to Snowflake using **SnowSQL** and **SnowPipe**, and performed **dimensional modeling** on the migrated data, further created **data dictionary** for the technical audience.
* Automated **ETL** processes using **Prefect** (Python), making it easier to wrangle data sets and reducing time by as much as 40% by performing large-scale data conversions, and transferring BAAN data into standardized formats for integration into **Snowflake**.
* Created **Tableau** dashboards to explain variation in success **Metrics** and **Time Series Analysis** tohigher management.
* Automated reporting process using **Excel VBA (Macros)** and **MySQL** maintaining accuracy and saving **~ 75%** of time, maintained version control Git, Mercurial, SVN.

**Market Intelligence Analyst – Practicum Student at Labelmaster, Chicago**:**(May 2020 – Dec 2020)**

* Involved in designing databases, data marts, E-R model for **OLTP** and multi-dimensional model for **OLAP** using **SnowSQL**.
* Optimized complex **SQL** scripts for quality checking of projects and populating output tables for deployment using **Azure Pipelines**.
* Automated hourly status report saving **10 man-hours/week**, thus decreasing response time for fixes and campaign failures.
* Achieved an accuracy of **MAPE 8%** approx. on price forecasting using Deep Learning algorithms like **LSTM** and **RNN**, further created dashboards for presenting the forecasted values to the higher management.

**Market Intelligence Analyst at Cartesian Consulting*:* (Apr 2018- Jul 2019)**

* Developed pipelines for **ETL** using **Snowflake**, **Python**, **Azure DevOps** and **AWS S3** foracquiringaPOCproject.
* Extracted data from streaming pipelines using **Flume** and **Kafka** and processed using **Spark** Structured Streaming.
* Predicted sales by **time series forecasting** in **Python** using **neural networks, ARIMAX** and **Prophet** for inventory management by eliminating understocking and reducing overstocking by 56%.
* Applied **K-means clustering** in **Python** for **segmentation** of customers, comparing it with **RFM** (Recency, Frequency and Monetary Value) analysis for improved campaign targeting.
* Developed **dimensional** **data** **models** and **data** **warehouse** adhering to integrity and **normalization** rules to support campaign **data** **mart** and customer one view for marketing campaigns. Wrote **complex** **SQL** queries (multiple joins, CTE’s, subqueries).
* Generated visualizations using **Tableau** toanalyze marketing **metrics** for making recommendations and supply chain analysis.

**Market Intelligence Analyst Intern at Greeksoft Technologies Pvt. Ltd.*:* (Sept 2017 - Dec 2017)**

* Identified probable customer churn using **Classification Models** in **Python** like **Decision Trees** and achieved a recall of 84%.
* Worked with the **Apache** **Spark** Framework for customer analytics using **Spark** **SQL** queries on large scale datasets for developing flawless **CRM** (customer relationship management) campaigns and deployed them through multiple channels.
* Built an RNN Neural Network model for Live positional trading using Keras package in python where outputs supplemented Bull Spread Strategy in Options Trading with an accuracy of 71%.

**Market Intelligence Analyst at Tata Capital Financial Services Ltd.*:* (Jul 2015- Jul 2016)**

* Built **KPIs** and **Regression** models to predict **customer life-time value**, enhance propensity and scoring attributes.
* Accurately extracted insights and created dashboards using **Tableau,** **Excel VBA (Macros)**, **pivot** **tables** and **slicers**.
* Formulated ad-hoc reports based on requirements gathered from various stake holders using **JIRA** to provide solutions.

**PROJECTS**

**Stack Overflow Data Analysis Model (Language/Tools- Python, Jupyter Notebook, Spark, Hive, PySpark, Pig):**

* Analyzed insights about questions posted on stack overflow by extracting large data sets using **GCP’s big query** data warehouse by leveraging big data technologies such as **Apache Hive**, **Apache Pig** and **Apache Spark** ([git link](https://github.com/rahulmnair1997/StackOverflow-Data-Analysis))

**Recommendation System using Yelp (Language/Tools- Python, Jupyter Notebook:**

* Built a personalized restaurant recommender web app using the Yelp dataset of restaurants by testing models like **Pure Collaborative, Approximate Nearest Neighbour, K-NN, Naive Bayes and Hybrid Matrix** with an **AUC** of 0.81 ([git link](https://github.com/shouvik19/Restaurant-Recommendation-System-using-Yelp-Dataset))

**Electronic Vendor Database: (Language/Tools - MySQL, Java 8, HTML, CSS, Bootstrap):**

* Constructed the ER Model and translated into Relational Schema implemented as SQL script.