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 - May 2021) 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,](https://www.youracclaim.com/badges/f03d4251-13bd-4fd0-9f0d-45ff17bd718f) 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