

# Vipul Sharma

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## LANGUAGES AND TECHNOLOGIES

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- Languages – Python, MySQL, PostgreSQL.
- Technologies – IBM SPSS, Microsoft Power BI, Microsoft Excel.

## PROJECTS

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### [Online Retail](#) – Personal Project

- Utilized **Python** libraries including **scikit-learn**, **pandas**, and **seaborn** to conduct exploratory data analysis, process data, train model, and visualize results for a dataset with 541,909 order transaction instances.
- Conducted **Customer Segmentation** using **RFM** Approach and discussed business strategies pertaining to each customer segment.

### [Amazon Sales](#) – Personal Project

- Utilized **Python** to perform Data Cleaning and Exploratory Data Analysis to uncover detailed insights about 1000+ product listings on Amazon.in
- Conducted **Topic Modeling Analysis** by using **Latent Dirichlet Allocation** to uncover critical features in products driving customer satisfaction.

### [Northwind Traders](#) – Personal Project

- Analyzed Northwind sales data with **SQL** and **Python**, revealing trends in product category performance and applied advanced **SQL** techniques (**CTEs**, **window functions**) to transform raw data into actionable insights.
- Created insightful visualizations with **Matplotlib** to illustrate sales trends across product categories, providing clear and actionable insights for strategic decision-making.

### [Global Supply Chain](#) – Personal Project

- Developed a multi-page **Power BI** dashboard using **DAX** and **Power Query**, revealing key metrics for delivery performance and customer segmentation.
- Optimized dataset by removing redundancies and errors, boosting dashboard accuracy and delivering insights to improve supply chain efficiency, reduce delays, and enhance customer retention.

## EXPERIENCE

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### Tata Capital Financial Services Limited

Management Trainee

May 2023 – Aug 2023

New Delhi, Delhi

### Emami Limited

Business Intelligence Intern: Project – Scaling D2C Business

Apr 2022 – May 2022

Kolkata, West Bengal

- Activated **4** Amazon Fulfillment centres for Seller Central account in collaboration with external stakeholders and achieved a **16.3%** increase in revenue generation from Amazon FBA Business
- Revamped Ecommerce product visibility and accelerated SKU offerings by **92.3%**, conducted research for enhancing brand visibility across other Ecommerce platforms.

### Maa Kalka Sewing Machines

Sales Analyst

Jul 2019 – Mar 2021

New Delhi, Delhi

- Conducted Exploratory Data Analysis on leads data using **Python** and **SQL** and reported actionable insights through **Power BI** Dashboards.
- Optimized the firm's online sales channel by ensuring peak performance through lead tracking on Indiamart CRM and increased lead conversion rate by **20%**.

## EDUCATION

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### Institute of Management Technology

Post Graduate Diploma in Management (Marketing), Minor in Business Analytics.

Jun 2021 – Mar 2023

Ghaziabad, Uttar Pradesh

- CGPA – **7.61/10** (Percentage – **80.88%**)

### University of Petroleum and Energy Studies

Bachelor Of Technology in Mechanical Engineering.

Jul 2015 – May 2019

Dehradun, Uttarakhand

- CGPA – **9.2/10** (Percentage – **92%**)
- Silver Medalist, Dean's List - 2016, 2017 and 2018.