**Vipul Sharma**

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**LANGUAGES AND TECHNOLOGIES**

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

**PROJECTS**

[**Online Retail**](https://github.com/VipulSharma95/Portfolio_Projects/blob/main/Online%20Retail%20-%20Python/Online_Retail.ipynb) **– 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**](https://github.com/VipulSharma95/Portfolio_Projects/blob/main/Amazon%20Sales%20-%20Python/Amazon_Sales.ipynb) **– 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**](https://github.com/VipulSharma95/Portfolio_Projects/blob/main/Northwind%20Traders%20-%20Python%20and%20SQL/Northwind_SQL_Analysis.ipynb) **– 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**](https://github.com/VipulSharma95/Portfolio_Projects/tree/main/Global%20Supply%20Chain%20-%20Power%20BI) **– 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**

**Tata Capital Financial Services Limited May 2023 – Aug 2023**

Management Trainee New Delhi, Delhi

**Emami Limited Apr 2022 – May 2022**

Business Intelligence Intern: Project – Scaling D2C Business 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 Jul 2019 – Mar 2021**

Sales Analyst 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**

**Institute of Management Technology Jun 2021 – Mar 2023**

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

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

**University of Petroleum and Energy Studies Jul 2015 – May 2019**

Bachelor Of Technology in Mechanical Engineering. Dehradun, Uttarakhand

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