

JANHVI SHARMA

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EDUCATION

Master of Science in Information Systems, San Diego State University, California, USA	May 2023
PG Diploma in Computer Applications, DAVV University, India, A Grade	June 2020
Bachelor in Mass Media, Mithibai College, India, 4 GPA	July 2019

SKILLS

Languages: SQL, C, C++, Python, R, HTML, PHP, CSS

Databases: PHP MyAdmin, MySQL

Tools: Jupyter Notebook, R Studio, Tableau, Git, Eclipse, Bugzilla, MS-Excel, JIRA, MS-Office

Data Science Libraries: NumPy, Pandas, Scikit-Learn, Seaborn, Matplotlib, ggplot, Tidyverse

Analytics: Data Visualization, Feature Engineering, Correlation Analysis, Machine Learning, Regression, Classification Modeling

PROFESSIONAL EXPERIENCE

SAN DIEGO STATE UNIVERSITY *California, USA*

Graduate Teaching Assistant – Subject - Business Analytics *Aug 2021- present*

- Played a secondary instructor role, worked with professor in design, schedule and grade the coursework.
- Mentored a class of **200** students in **R** programming, troubleshooted the software installation process and conducted periodic doubts sessions which led to increase in students' productivity and results by **27%**

ALLIANT INFOTECH *Indore, India*

Data Analyst – VR Nutrition *Jun 2020 - Jul 2021*

- Performed **data wrangling**, **preprocessing** and **visualization** using **Pandas** to prepare the raw data for machine learning modeling.
- Analyzed and enhanced the price-drop feature of Vitamin products which led to increase in sales by **18%** using predictive modeling.
- Transformed **30+ manual excel reports** to **Azure interactive dashboards**, helping clients **cut down 150+ hours/month** of billable efforts.

IT Analyst / Data Analyst – Barefoot Trekians

- Engineered, analyzed and maintained large **SQL** databases from various areas of businesses and competitors for pricing project.
- Implemented predictive models using **python** that enhanced the sales of counter products across all the bookings by **30%**.
- Led a team of 2 to develop POCs for the application on **Tableau** and presented it to the clients and C-level executives.

MARQUE DIGITAL *Mumbai, India*

Digital Marketing Associate – Project Engagement -3 *Jul 2018 - Oct 2018*

- Implemented **SEO techniques** to drive web traffic and generated over **500** leads for business engagements.
- Generated and analyzed **historical data records** leading to increased customer retention and sales by **26%**.

ACADEMIC PROJECTS

Solar Flare Prediction (Python, ML, NumPy, Pandas, Matplotlib, seaborn)

- Performed Exploratory Data Analysis on 30126 instances of multivariate time series data, each instance has 60-time stamps (3D array)
- Conducted 3 approaches: Scikit-Learn classifier (TS Fresh), Column Concatenation & Random Time Series Classifier.
- Analyzed the results based on Recall, False Alarm Rate, and Confusion Matrix.

Default of Credit Card Clients: (R, Tidyverse, ggplot, Jtools, Stargazer, Caret)

- Developed a model to analyze and predict the Credit Card Defaulters, helping banks to identify and lend responsibly.
- Applied **LogisticRegression**, **K Nearest Neighbors**, **Neural Network** algorithms and **Ensemble** using a weighted average.

ACHIEVEMENTS & CERTIFICATIONS

- Post Crisis Leadership certification by University of Florida.
- Certification in Statistics by University of Amsterdam.
- Research paper in International Journal of Digital Application & Contemporary Research on 'Sentiment Analysis on Twitter Data using SVM Classifier'