

Ajanya Sharma

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SUMMARY

- MBA (Analytics) with 5+ years of SDLC experience in technology, ecommerce, and financial services sector
- Proficient in ETL and python, implementing complex SQL, handling large datasets, and employing advanced data visualization tools like Tableau and Google Data Studio for actionable insights
- Skilled in applying decision science, optimization, and machine learning in advanced analytics projects, with a thorough grasp of A/B testing methodologies
- Excellent communication, capable of leading cross-functional teams in data engineering and business analytics to deliver sophisticated analytical projects
- Strong problem-solving acumen and critical evaluation skills to address data inconsistencies and drive stakeholder value

EDUCATION

Stevens Institute of Technology, Hoboken, NJ

MAY 2023

- MBA (Analytics) GPA: 3.95

Relevant Coursework: Data Models and Decisions, Applied Analytics, Multivariate Analysis, Marketing and Strategic Management, Corporate Finance, Management of AI Technologies, Human Centered Design Thinking

Manipal Institute of Technology, Manipal, India

MAY 2013

- Bachelor of Engineering (Information and Communication Technology) GPA: 3.51

SKILLS

- Agile, Python, SQL, Jira, GIT, Machine Learning, Experian, Datamerc, Tableau, MS Excel, Data and Credit Analysis
- Market Research, Leadership, Cross Functional Collaboration, Problem Solving, Prioritization

ACADEMIC PROJECTS

Adidas USA Retail Analysis

JANUARY 2024

- Conducted Adidas USA's retail dataset study and developed Tableau dashboards for customer preferences, product performance and product affinity using weighted rating score to effectively balance customer reviews quantity with quality of ratings revealing market preference for white, black, and blue shoes and multicolor accessories

MBA Mind to Market Case Challenge (Clayton Farms)

MARCH 2023 - MARCH 2023

- Represented STEVENS in 2-day live business innovation challenge at Ivy School of Business formulating expansion strategy for Y-combinator funded Clayton Farms to grow from \$12 million to \$140 million

PPP Loan Fraud Detection

JANUARY 2023 - MAY 2023

- Performed PPP fraud detection through exploratory analysis in python and implemented IsolationForest anomaly detection flagging \$115 billion probable fraud from total \$510 billion loan sanctioned

Spotify user data analysis

AUGUST 2022 - DECEMBER 2022

- Examined Spotify data set and made interactive dashboards in Tableau to study music listeners genre preferences and most popular artists over last 5 decades based on popularity and number of albums hits

New York Rental Prediction

AUGUST 2021 - DECEMBER 2021

- Visualized rental trends for New York in Tableau and built a prescriptive rental app to suggest optimal areas to rent as per user's preferences using Machine Learning algorithm DecisionTree plying pandas, sklearn and leveraging MongoDB Community Server

EXPERIENCE

Gemini Equity Partners Inc, Hoboken, United States

JUNE 2022 -DECEMBER 2022

Product and Data Analyst -MBA Intern

- Implemented risk strategy for Fintech CRM, spotted product improvements, and administered API integrations for credit, fraud and default history reducing processing time of funding application from 48 hours to 30 hours
- Evaluated different data visualization tools and directed Tableau integration with existing product using REST API aiding business decisions and increasing number of funding applications processing rate from 5 to 8 per hour
- Cleaned and prepared data in Tableau Prep by extracting data from SQL database (MariaDb), created, and published interactive dashboards in Tableau Cloud to help identify top 3 most profitable industries to fund
- Collaborated with underwriters, finance, and product teams to integrate Experian and DataMerch APIs, enabling the identification of defaulters and credit trend analysis, resulting in a 30% optimization of the funding process

Tiko Digital Inc (Tresle), Edmonton, Canada

FEBRUARY 2020 - FEBRUARY 2021

Technical Project Manager, Tresle

- Studied user interaction patterns and funnel flow completion on Tresle, a platform to buy and sell private business, and formulated a data-driven roadmap leading to 65% attainment of quarterly OKRs
- Designed and modelled recommendation system using machine learning algorithm (K-NN) in python suggesting buyers' businesses to buy based on viewing history surging buyer interaction with listings by 20%

- Analyzed customer interaction data using Google Analytics and Hotjar, identifying key user experience touchpoints to formulate a data-driven business strategy that successfully reduced website bounce rates by 10%.
- Scaled and shipped QuickBooks API integration with existing e-commerce product to certify listings' financial data such as revenue and net income improving buyer and sell interaction on platform by 15%

Vishal Tools and Forging Ltd., Jalandhar, India

FEBRUARY 2019 - OCTOBER 2019

Product Delivery Manager, Web Application

- Created high level epics and user stories, managed backlog, and delivered software upgrades for web application facilitating seamless order placement for hand tools by delegating a team of 2 developers and 1 UI/UX designer accelerating average quarterly sales by 10%

Tech Mahindra, Mumbai, India

APRIL 2014 - SEPTEMBER 2018

Software Engineer, IT

- Developed and designed billing and rating applications for British Telecom's retail and business customers leveraging pro C, Unix and SQL technologies directly impacting revenue and 25 million customers daily
- Generated business intelligence reports by executing advanced SQL queries and leveraging Tableau analytics, empowering Customer Success, Operations, and Risk Management teams at British Telecom to strategically address payment and defaulter trends within their retail and business segments