

Ankit Sharma

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EDUCATION

GH Raison College

B.Sc. in Computer Science; CGPA: 7.9

Pune, India

July 2017 - July 2020

SKILLS SUMMARY

- **Languages:** Python, SQL, MongoDB, Cassandra, Snowflake, PySpark
- **Libraries:** Scikit-learn, Pandas, NumPy, Flask, React
- **Tools:** Gsheet, Excel, GIT, MySQL, MSSQL Server, Tableau, DBT, Databricks, Azure Cloud
- **Platforms:** Linux, Windows, AWS, Heroku
- **Technical Skills:** Exploratory Data Analysis, Data Preprocessing, Feature Engineering, Data Visualization, Model Building, Data Pipeline Development, Dashboard Management, Gen AI

EXPERIENCE

Pluralsight India Pvt. Ltd

Bangalore, Karnataka, India

Marketing Data Analyst (Full-time)

April 2023 - Present

- **Daily Spend Tracker Dashboard:** Developed a centralized platform consolidating paid media data from multiple advertising platforms (Meta, Google, Twitter). Initially, data was manually downloaded and later automated by data scrapping through python and feed into snowflake database. The dashboard provides real-time monitoring of ad spend, impressions, clicks, and impressions, enabling proactive decision-making and timely campaign adjustments. This was the first implementation of ad-platform data on a centralized dashboard in the organization.
Impact: Provided decision-driving insights for 622M impressions, 7.7M clicks, and \$9.4M spend across 8 ad platforms.
- **Targeted Audience Lists for Enhanced Campaign Effectiveness:** Developed a targeted audience list for email and promotional campaigns, significantly improving campaign performance by 3x-4x. Spearheaded the process of creating a comprehensive audience and suppression list, ensuring accuracy and efficiency through cross-functional collaboration.
Impact: Generated 2.2M targets and 3.6M suppression lists, achieving performance 3-4x better than previous campaigns.
- **B2C to B2B Sales Play Dashboard:** Led the development of a comprehensive dashboard that tracks and influences B2C to B2B sales strategy. Designed algorithmic matching codes and collaborated across teams to create a dashboard providing visibility into target creation, scaling, and detailed sales performance metrics.
Impact: Enabled insights into 19K+ contacts, optimizing B2C to B2B conversion strategies.
- **B2C Dashboard - ARR Tab:** Streamlined the ARR reporting process by consolidating 17 Google Sheets into a single dashboard tab. Integrated key metrics such as ARR, financial revenue calculations, and transaction details for comprehensive ARR task management, reporting, and complex sql coding.
Impact: Centralized reporting for a \$70M ARR business covering 1M transactions annually, supporting 250,300K users and subscribers across 190 countries.
- **Retention and LTV Analysis Dashboard:** Developed a Retention and LTV tab within the B2C self-serve reporting system. Analyzed customer lifetime value and transaction rates, providing forecasts for customer retention and financial insights.
Impact: Enabled better revenue forecasting and deeper insights into customer relationships.
- **Pipeline Diagnostics Dashboard:** Redesigned the pipeline diagnostics dashboard to address discrepancies and improve data accuracy. Streamlined data integration and developed a dashboard for detailed pipeline analysis across various revenue.
Impact: \$112.65M pipeline value, significantly improving pipeline diagnostics and review.

- **Branded Search Dashboard:** Created a dashboard to track clicks, impressions, and keyword searches related to branded and non-branded queries for Pluralsight and Cloud Guru. Provided insights into search performance, enabling strategic optimizations.
Impact: Observed 4.73M clicks on branded vs 1.05M on branded searches.
- **Comprehensive Dashboard Management:** Build and managed over 30+ dashboards, ensuring data synchronization, quality reviews, and timely data uploads. Automated data integration from multiple sources using Snowflake tasks, improving dashboard performance and operational efficiency. This also involves data fetching from different platform via python scripts.
Impact: Managed 30+ dashboards tracking \$9.4M spend, 622M impressions, and \$70M ARR business.
- **Streamlining Data Integration and Synchronization for Enhanced Dashboard Performance:** Developed automation process for large datasets integration using Snowflake tasks and procedures. Automated synchronization of data to improve dashboard performance and address extraction issues. This resulted in better efficiency and resolved Tableau performance concerns.
Impact: Improved data pipeline efficiency and dashboard performance across all platforms.
- **Key Contributions:** Excelled in building data pipelines via python and sql, Snowflake, root cause analysis, and technical troubleshooting, collaborating effectively with teams. Launched major projects covering B2C/B2B marketing data, web traffic analysis, and paid media insights.

Tiger Analytics

Bangalore, Karnataka, India

Data Science Analyst (Full-time)

July 2022 - Dec 2022

- Worked on a case study of a Retail chain client and provided them with important insights and business conclusions by using **RFM analysis** and **Uplift modeling**. Used **Python** and **SQL** as tech stack.
Impact: This Project helped in performing targeted promotions efficiently.
- Involved in the tasks such as Requirement analysis, EDA, data visualization, modelling. Utilised data to enhance business development, marketing and other areas.

Infosys Ltd.

Pune, Maharashtra, India

Operations Executive (Full-time)

Dec 2020 - July 2022

- Responsible for building the pipeline and extracting the data from Veeva CRM databases using SQL queries as required by the internal/external teams.
- Helped the Veeva CRM Interface team to write/modify the Python script to automate the triggering of Interface Jobs and responsible for interface jobs monitoring.
- Handled the various issues for the Veeva CRM Platform such as Invalid Address issue and for Veeva CRM interface such as Root cause analysis if the interface job fails.

PERSONAL PROJECTS

AI MCQ & Meme Generator:

- Full-stack Gen AI application with React frontend, Python backend, user authentication, and real-time analytics. Features AI-powered quiz and meme generation.
- **Tech Stack:** Python, React, Gen AI, MySQL, Flask
- **Live Demo:** quiz-meme.onrender.com

MemeMaster - Viral Meme Generator:

- Social meme platform with Google OAuth, drag-and-drop editing, comments, and leaderboards. Built with Flask and deployed on PythonAnywhere.
- **Tech Stack:** Python, Flask, Google OAuth, HTML/CSS/JavaScript
- **Live Demo:** ankitsharma6652.pythonanywhere.com

Scania Truck Failures Prediction:

- Scania AB is the manufacturer of trucks. The system in focus is the Air Pressure system (APS) which generates pressurised air that are utilized in various functions in a truck, such as braking and gear changes.
- This is classification Problem where we need to Predict whether the Failure in Trucks is due to Air Pressure System or not.
- It helps to reduce the cost by avoiding the unnecessary check needs to be done by a mechanic at an workshop.

- **Tech Stack:** KNN Imputation, PCA, Random Forest, XGBoost, Hyper Parameter tuning, Random Sampling using Smote, MongoDB, AWS.
- **GitHub:** github.com/ankitsharma6652/Scania-Truck-Failure

Wafer Fault Detection:

- In electronics, a wafer (also called a slice or substrate) is a thin slice of semiconductor used for the fabrication of integrated circuits.
- This is Classification Problem where we need to Predict whether the Wafer is faulty or not and Wafer needs to be replaced or not based on the inputs from various sensor.
- It increased the productivity with 24% by eliminating the hindrance in the production line and cutting the labour cost.
- **Tech Stack:** KNN Imputation, PCA, Hyper Parameter tuning, Random Forest, KMeans Clustering, Heroku, MongoDB, XgBoost
- **GitHub:** github.com/ankitsharma6652/Wafer-Fault-Detection