

SHRAY SHARMA

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PROFILE

Experienced software professional transitioning expertise in rigorous problem solving into a dedicated Data Analyst role specializing in quantitative reporting & dashboard development. Passionate about leveraging technology to solve real-world problems. Driven by a focus on maximizing organizational efficiency through data automation.

EXPERIENCE

Utopia Digitech (Holostik Group)

Noida, India

Software Engineer

Dec, 2023–Present

- Drove 50% reporting time reduction by automating data pipelines & building interactive Power Bi dashboard for executive consumption.
- Perform System Integration Testing on various applications having functionalities of Product Authentication, Track and Trace, Inventory Management, Loyalty Management, etc.
- Managed diverse client interactions, presented application demos, and effectively resolved client queries.
- Supported adherence to organizational governance standards CMMI, demonstrating procedural rigor essential for managing sensitive executive data.
- Built multiple web applications and internal utilities using Python & SQL to support business operations and improve team productivity.

SKILLS

Technical: Data Visualization, Data Storytelling, ETL, SQL, Python, Problem Solving.

Tools: Power Bi Desktop, Power Bi Mobile, Excel, VS Code, Postman, SQL Server Management Studio.

AI Productivity Tools: Google NotebookLM, Github Copilot.

CERTIFICATIONS

- Course completion certificate on Power Bi Desktop for Business Intelligence from Udemy
- Course completion certificate on MATLAB Onramp
- Corse completion certificates with elite status badge on Developing Soft Skills and Enhancing Soft Skills by NPTEL.

EDUCATION

Noida Institute of Engineering and Technology

Greater Noida, India

Bachelor of Technology in Information Technology

2019 – 2023

- Among the top 20% of the batch
- Relevant coursework in DBMS, Data Analytics, Python Programming, etc.

PROJECTS

Uber Data Analysis (Power Bi Project)

08/25 – 08/25

- Developed a 3-page Power BI dashboard to analyse Uber bookings, operations, and revenue performance.
- Tracked key KPIs and trends including bookings, customers, trip status, vehicle types, and peak demand hours.
- Delivered revenue and payment insights using DAX, interactive slicers, and clean dark-themed data storytelling.

Adventure Works Bike Shop Report (Power Bi Project)

03/25 – 04/25

- Designed and developed interactive 4-page Power BI report to analyse sales, revenue, profit, and customer trends, enabling data-driven executive decision-making.
- Implemented advanced Power BI features including DAX measures, time-series forecasting, anomaly detection, bookmarks, slicers, and row-level security (RLS) for secure and dynamic reporting.
- Delivered actionable business insights through multi-page dashboards (Executive, Sales, Customer,

and Regional Analysis) using KPIs, maps, and interactive visuals to optimize performance and strategy.

Retina Paints Analysis (Power Bi Report)

03/25 – 07/25

- Analysed QR (hologram) scanning behaviour & loyalty conversions to optimize marketing campaigns & product promotions.
- Developed zone-wise & loyalty amount distribution insights to enhance understanding of market trends.
- Delivered actionable insights on product performance to support data-driven business decisions and future strategy planning.
- Tracked key performance indicators (KPIs) including genuine scans, duplicate scans, and damaged product flags using SQL and DAX.
- Conducted System Integration Testing (SIT) to ensure data accuracy, consistency, and integrity across source systems, databases, and Power BI reports.

Pizza Store Sales Analysis (Power Bi Project)

02/25 – 02/25

- Analysed sales behaviour and revenue trends to optimize sales and marketing.
- Added month and product wise data insights for detailed understanding of market trends.
- Provide actionable insights on product performance to drive business decisions.

QR Code Generator (Python Project)

11/24 – 01/25

- Successfully created a QR Code generator with various unique functionalities for the company's internal use.
- Used Python Django Framework for app development.
- Application is able to generate QRs in more than 20+ formats.

ACHIEVEMENTS

- Published paper entitled “Research Paper on Scripting Memories Using Fullstack”, in International Journal for Research in Applied Science & Engineering Technology (IJRASET).
- Solved 100+ algorithmic and data structure problems on coding platforms including LeetCode, CodeChef, and HackerRank.