

Kriti Sharma

Profile

Results-driven **Senior Data Analyst** with 6+ years of experience in **data analytics, business intelligence, and stakeholder collaboration**. Skilled in **SQL, Python, data visualization, and statistical analysis** to drive data-informed decisions. Proven ability to optimize **customer engagement, forecast accuracy, and operational efficiency** by leveraging advanced analytical tools. Passionate about delivering **scalable analytics solutions** and fostering a **data-driven culture** in fast-paced environments.

Employment History

Business Analyst II, Amazon, Bengaluru

JULY 2025 — PRESENT

Amazon Advertising Operations & Analytics

- Manage High-impact customer escalations across Sponsored Ads, Display Ads, and Brand Campaigns, ensuring ad integrity, performance, and advertiser satisfactions.
- Analyze traffic anomalies, CTR/ROAS/conversion fluctuations, and identify **bot activity** using ML-driven anomaly detection to maintain brand safety.
- Investigate deal and bid blocks/punts for 3p advertisers and publishers, providing insights for refunds, root-cause analysis, and ROI optimization.
- Collaborate with cross-functional engineering and science teams to enhance ad quality and detection mechanisms.
- Leverage AWS tools (S3, EMR, Quick sight, SageMaker, Athena) to extract, transform large scale datasets for insights.

Senior Data Analyst, Genpact, Bengaluru

MAY 2023 — JULY 2025

Omni-Channel Analytics (The Walt Disney Company)

- Led **omni-channel analytics** for **resort bookings, ticket sales, and guest behavior**, optimizing customer engagement and business strategy.
- Developed **automated SQL-based reporting pipelines**, reducing manual effort by **30%** and improving forecasting accuracy.
- Conducted **deep-dive analysis** on booking data trends, identifying key insights that improved marketing ROI by **15%**.
- Monitored and analyzed web visits, app visits, and purchase behaviors to optimize digital channels and improve conversion rates.
- Designed and maintained **interactive dashboards in Power BI**, providing real-time business insights and **reducing reporting turnaround time by 40%**.
- Collaborated cross-functionally with **product teams, marketing, and finance**, ensuring data-driven decision-making across departments.
- Optimized data validation processes** by refining SQL queries and implementing automated quality checks, ensuring **99% data accuracy and reliability** across business reports



Details

Bangalore, India
096328 21999
kritissharmaa79@gmail.com

Links

[LinkedIn](#)
[LeetCode](#)

Skills

Data Analytics & Business Intelligence

SQL (Hive, Impala, Snowflake, Teradata, Databricks)

Python (Pandas, NumPy)

Power BI, Tableau

Data Warehousing & ETL Testing

Statistical Analysis & A/B Testing

Stakeholder Management

Storytelling & Data Visualization

Business Requirements & Documentation (BRD, Source-to-Target Mapping - STTM)

Data Quality Assurance

Defect Management & UAT Testing

JIRA & ALM

Data Mapping & Data Validations

- Conducted ad hoc analyses on promotional campaign performance, leveraging customer engagement metrics to identify trends and drive data-backed marketing strategies, increasing offer conversion rates by 10-15 %
- Tech Stack** - Hive, SQL, Excel, Impala, Snowflake, Tableau, Adobe Analytics

Consultant, Deloitte USI, Bengaluru

JULY 2018 — MAY 2023

Customer Analytics Platform (Wells Fargo), Bangalore

- Led business analysis efforts in the development of an enterprise-wide data lake, ensuring seamless integration of structured and unstructured data from multiple sources.
- Collaborated with data engineering teams to define ETL processes, data models, and governance strategies, enhancing data consistency and accessibility.
- Gathered business requirements and translated them into functional specifications, enabling the successful implementation of a scalable data warehouse.
- Developed source-to-target mapping (STTM) and data dictionaries, facilitating smooth data migration and standardization.
- Conducted UAT testing, post-production validation, and data profiling, ensuring data integrity and regulatory compliance
- Automated data quality checks, reducing reporting discrepancies by 500 million dollars and improving operational efficiency.
- Worked closely with stakeholders to define KPIs, reporting metrics, and dashboards, driving data-driven decision-making across business units.
- Created and managed user stories in JIRA, defining clear acceptance criteria and collaborating with cross-functional teams to ensure successful feature development and implementation.
- Managed defect resolution in ALM, performing root cause analysis and collaborating with developers/QA to enhance data accuracy and system reliability.
- Tech Stack** – SQL, Hive, Teradata, Power BI, Excel, Confluence, JIRA

Education

Master of Science (Software Engineering), VIT University, Vellore

JULY 2013 — JULY 2018

Courses

Advance Analytics with Excel, Udemy

The Complete Oracle SQL Course, Udemy

Microsoft Power BI Certification, Udemy

Awards

- Applause Award (Deloitte)**: Recipient of Applause Award for successfully enforcing strong quality control for data from multiple SORs ensuring that it was fit for regulatory report filings. Resolved 14 critical defects in live regulatory reporting, reducing variance by ~500 million dollars.
- Bronze Cheers Award (Genpact)**: Recognized by the VP in the Integrity category for outstanding contribution, exemplifying company values, principles, and culture.