

# 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

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## 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

APRIL 2019 — 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.