MOHAN SHARMA
BUSINESS INTELLIGENCE | BUSINESS DATA ANALYST

mohanjangid6@gmail.com | + (44) 7741384807 | Derby, United Kingdom
https://www.linkedin.com/in/mohansharma-06/ | https://github.com/jangid6/BusinessIntelligenceAnalyticsPortfolio

EXECUTIVE SUMMARY

Result-oriented IT professional with over 4+ years of global experience in stakeholder management, gathering business and technical requirements into actionable solutions. Investigate business areas to improve the existing processes by providing analytics expertise with clear **Insight Reporting** resulting in **effective storytelling and data-first culture** decision-making. Owned revenue tracking of **£250M across channels** with a growth of 6% QoQ, well-versed in Digital Transformation.

*For Employers : Holds **Valid Right To Work** within UK with Share Code : WHK TKZ ZX6*

TECHNICAL SKILLS

- Python, **Expert in SQL**, R, SAS
- AI Umbrella (ML, DL, AI Lang NLP Models)
- Snowflake, AWS Redshift, Azure SQL Dwh
- Cloud Computing (Serverless, Automation)
- Rest API Integration, CRM (Zendesk), ERP

BI & ANALYTICS SKILLS

- Advanced Excel & Google Sheets
- Tableau, AWS QuickSight, Power BI
- **Azure Synapse Enterprise**
- Zendesk Explore, Mixpanel, CleverTap
- Ad-hoc Reporting & Presentations

CORE COMPETENCIES

- GAP Analysis, Cohort Analytics
- Impact Analysis, **Risk Management**
- Market Share Analysis, SWOT
- Strategic Planning, A/B Testing
- Customer/Merchant Segmentation

PROFESSIONAL EXPERIENCE

Sr. Business Analyst (NeoBank Product BI & Strategy), *TimesClub, USA*   **Aug 2022 - Oct 2022**

- Upgraded **dataset quality** of Dashboards by tuning SQL queries on **AWS BI tool** Quick-Sight synced with AWS Redshift.
- Improved stakeholder decision-making by providing cross-channel performance insights using 20+ Automated Reports.
- Attained a 30% increase in Daily Active Users by implementing a **KPI's Goal-setting framework** (OKR).
- Reduced cash burn of $20K/month by identifying false positives cash-back by a supervised classification algorithm.
- Boosted 2022 Q3 customer retention by 40% by using **Fraudulent Logic** to prevent bad cohorts from being onboarded.
- Reported to CMO with identified **business opportunities** using Market Share Analysis of InApp's cross-selling products.
- Mitigated Revenue Risk by 10% using Python scripts to identify and stop incurring losses on Direct & Affiliate campaigns.

    Projects: Customer Scoring Model (CSM) for Neo Bank
    - Created clusters for 5 Mil+ Customers on banking transaction data using the **RFM model** thus saving $1M/Yearly.

Business Analyst (Customer Experience & Insights D2C Vertical), *Cars24, INDIA*   **Jul 2021 - Aug 2022**

- Enhanced CSAT by 30%, 4.7 out of 5 by **identifying customer pain points** for deluxe Customer Experience.
- Documented BRD, SOP and SLA of operations to handle customer Zendesk tickets 100+ a day for internal teams.
- Created **Tableau dashboards** integrated with **Snowflake SQL** Query thus reducing operational costs by 20hr/week**.**
- Revamped refurbed car post-sale experience i.e NPS by 20+ % by structuring a customer feedback loop mechanism.
- Budgeted customer compensation cost (COPQ) by almost 40 % by performing **hypotheses** on warranty claims (Refund) by customers and validating on pilot programs i.e. **25%-&75% (A/B Testing**).

     Projects: RazorPay (Payment Gateway) & Snowflake Integration
    - Coded Python script that fetches data from a payment gateway Rest API and reduced overall operation TAT by 80%.

Data Analyst, *Webkul, INDIA*   **Mar 2019 - Jul 2021**

- Introduced 10+ marketplace ERP analytics plugins integrated with Prestashop (Open Source eCommerce).
- Improved client satisfaction by 60% for automatic settlement of refunds for failed/cancelled orders using SQL triggers.
- Scheduled **sales reports on Powers BI** generation using webhooks & SQL API.

EDUCATION

MSc BIG DATA ANALYTICS - University of Derby, United Kingdom   **Sep 2022 - Oct 2023**
    Activity: Researched **NLP AI-Language Models** *(GPT & Bert), Statistical Techniques, and GDPR.*

Bachelor of Engineering in IT - Guru Gobind Singh Indraprastha University, India   **Mar 2015 - Aug 2019**