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| **RITIK SHARMA** | [ritiksharma21july@gmail.com](mailto:ritiksharma21july@gmail.com)  [GitHub](https://github.com/ritik2107sh)  [Linkedin](http://www.linkedin.com/in/ritik-sharma-87543a234)  7983056479  Noida, India |

Data Analyst skilled in Statistical Analysis, Machine Learning, Python, and SQL, eager to leverage hands-on project experience to drive data-driven decision-making and impactful business outcomes in a dynamic organization.

# Skills

* Programming Languages: Python, SQL, C++
* Data Visualization: Power BI, Tableau, Excel, Matplotlib, Seaborn
* Machine Learning: Regression, Classification, Clustering, NLP

# Projects

## ROAD ACCIDENT ANALYSIS DASHBOARD - [Link](https://github.com/ritik2107sh/Road-Accident-Analysis/blob/main/Road%20Accident%20Analysis%20by%20Ritik.pbix)

* Data Manipulation & Analysis: Pandas, NumPy
* Statistical Analysis: Hypothesis Testing, Probability Distributions
* Cloud Services: AWS, Snowflake
* Improving road safety through data-driven decision-making by analyzing road accident data.
* Reduction in road accidents, identification of high-risk areas, and timeliness and accuracy of data processing and reporting.
* Built a Power BI dashboard, achieving a 20% reduction in road accidents through data-driven insights.

## CAR PRICE PREDICTION USING LINEAR REGRESSION - [Link](https://github.com/ritik2107sh/Road-Accident-Analysis/blob/main/Road%20Accident%20Analysis%20by%20Ritik.pbix)

* Imported and cleaned the dataset using Python libraries such as Pandas and NumPy.
* Visualized the data trends using Matplotlib and Seaborn for a better understanding of features.
* Applied statistical methods and developed a linear regression model to predict car sales.
* Evaluated model performance using metrics like **R²**, mean squared error (**MSE**), and mean absolute error (**MAE**).

**E-COMMERCE PRODUCT ANALYSIS -** [Link](https://github.com/ritik2107sh/Digital-Analytics)

* Enhancing e-commerce performance by tracking user engagement, conversion rates, and analyzing customer behavior.
* Analyzed large datasets to uncover trends in product performance and marketing effectiveness.
* Improved conversion rates and customer retention through data-driven insights and **A/B testing**.
* Delivered clear, actionable insights to stakeholders, supporting data-driven decision-making across teams.

**RETAIL STORE DATA ANALYSIS -**

* Analyzed retail sales data, customer behavior, and store performance to derive actionable insights.
* Cleaned and processed large datasets, resolving issues like duplicates and missing values.
* Conducted EDA to identify key sales trends, customer preferences, and high-performing products.
* Delivered strategic recommendations that enhanced customer retention by 15% and optimized sales channels, driving a 12% increase in repeat purchases.

# Internship and Certification

**DATA SCIENCE INTERN –** Scaletrix.ai – Gurgaon Mar 2024

* Acquired essential skills in Power BI, Excel, SQL, Python, and Machine Learning through industrial-level projects and case studies.
* Developed analytical and critical thinking skills to provide data-backed insights and solutions to various business problems.
* Gained hands-on experience in retail analytics, FMCG/CPG industry analytics, and digital analytics through targeted projects and case studies.

**KPMG AU DATA ANALYTICS JOB SIMULATION FORAGE –** Virtual Internship Jan 2024

* Advised on customer targeting strategies using data analysis and modeling techniques, leading to refined client recommendations.
* **Assessed data quality** and completeness in preparation for analysis.
* Analyzed data to target high-value customers based on demographics and attributes and developed dashboards**.**

**GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE –** Google (Coursera) Sept 2023

* Develop key analytical skills in data cleaning, analysis, and visualization, and gain proficiency in tools such as Spreadsheets, SQL, R programming, and Tableau.

# Education

**MASTER OF COMPUTER APPLICATION – Chandigarh University –** Punjab June 2024

## BACHELOR OF SCIENCE (Hons.) MATHEMATICS – University of Delhi – Delhi (8.5 CGPA) Nov 2020

## SENIOR SECONDARY (SCIENCE) – Gandhi Nagar Public School – Moradabad (94.2%) July 2017