

RITIK SHARMA

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Education

University of Toronto

Sep 2018 – Apr 2022

Bachelor of Science in **Applied Statistics**, Dual minor in **Computer Science** and **GIS**

Toronto, ON

- **Relevant Coursework:** Software Design, Methods of Data Analysis, Statistical Methods for Machine Learning I, Spatial Data Science, Introduction to Machine Learning, Design and Analysis of Experiments

Technical Skills

Software: Python, Apex, Java, AMPscript, Javascript, SQL(SOQL, MySQL), ArcGIS Pro, HTML/CSS

Data Analysis: Cleaning, Exploratory Data Analysis, Manipulation, Scraping, Visualization, A/B Testing, ETL

Work Experience

PwC Canada

May 2022 – Present

Consultant - Salesforce Developer

Toronto, ON

- Served as a technical subject matter expert for product and development teams to build and deliver solutions on SFMC
- Automated Salesforce processes using Flow, Process Builder, and Workflow rules
- Created outbound API triggered Marketing Journeys leveraging Service Cloud data to send marketing emails
- Used HTML, CSS, SSJS, and AMPscript to build customized solutions that support critical business functions

PeopleInsight Workforce Analytics

Feb 2022 – May 2022

Data Analyst

Toronto, ON

- Connect multiple data sources, warehouse data, and validating results
- Responsible for analyzing and validating HR data
- Automated 100% of testing using SQL scripts for end to end testing with automated reporting
- Perform ad-hoc queries depending on client's need to solve business problems

Matterverse

Oct 2021 – Dec 2021

Business Analyst

Toronto, ON

- Developed insightful analytics and intelligence for business team by collaborating with stakeholders to meet strategic objectives
- Collaborated with the Business Intelligence team to produce documentation for data sources, data models and KPI definitions
- Accelerated product marketing targets by 3 weeks by automating over 90% of tasks using Python scripts
- Designed and monitored KPI dashboards of user data on Tableau

Certifications

- Salesforce Certified Administrator
- Salesforce Certified Marketing Cloud Administrator
- Google Data Analytics Professional Certificate

Projects

Washington House Price Prediction | Python, Pandas, Seaborn, Scikit-Learn

Dec 2021

- Predicted the price of house listings using linear regression, lasso regression, random forest, and Xgboost algorithms.
- Performed data cleaning, aggregation, and EDA using pandas and numpy, visualization using seaborn and matplotlib, and model building using scikit-learn
- Generated a training accuracy of 0.93 and a testing accuracy of 0.79 with 10-fold cross validation

Bellabeat Case Study - A detailed data analysis case study | RStudio

Aug 2021

- Performed data cleaning techniques to obtain a refined and processed dataset containing Fitbit data
- Recognized key trends in the data which helped answer stakeholder questions
- Visualized findings of analysis using tidyverse and ggplot2 packages in R