

# Aman Sharma

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## EDUCATION

- 2024 - 2025**     **University of California, San Diego, California**  
Master of Science, Business Analytics  
Relevant Courses: ML and Predictive Analytics, SQL+ETL, Customer Analytics, Marketing Analytics
- 2021 - 2024**     **Panjab University, Chandigarh, India**  
Bachelor of Arts (Honors) Economics  
Grade: A+ (First Division), 99%ile in Algebra, Calculus, Statistical Methods

## BUSINESS EXPERIENCE

- 2024**     **URBAN COMPANY, CHANDIGARH, INDIA**  
**A \$3.5B leading technology service platform with 12M+ customers in 60+ cities in India**  
**Management Associate**
- Administered a cluster of 200+ partners across 4 major cities, oversaw daily Excel database covering 10+ suppliers and ensured smooth functioning of city sales activities by onboarding new partners
  - Identified operational bottlenecks and implemented risk mitigation strategies to enhance daily service acceptance for tier 2 cities, resulting in a 30% reduction in customer request loss percentage
  - Leveraged MySQL database to balance 15+ key operational metrics, enhancing overall performance of the North Indian cluster by 23% and leading to an increase in overall onboarding in the quarter
  - Managed a budget of \$100K and achieved a 10% cost savings without compromising service quality which helped in launching 5 new service zones, increasing market share by 15% within six months
- 2023**     **HAFED, PANCHKULA, INDIA**  
**Largest apex cooperative federation of Haryana State in India for over 70+ years**  
**Business Analyst**
- Utilized Random Forest regression analysis to forecast market performance of 12+ consumer-based food products, improving overall model accuracy of market projections by 20%
  - Synthesized detailed market performance reports using Tableau to help develop innovative ad campaigns for 23+ clients resulting in a 35% increase in overall customer engagement and customer retention
  - Spearheaded the development of a centralized content database by designing automated scripts for CRM data extraction using Python which streamlined the formatting process to transform raw customer data reducing manual processing time by 50%
- 2023**     **ARTH PARKASH, CHANDIGARH, INDIA**  
**North India's unique newspaper with 500K+ circulation recognized for commitment to excellence**  
**Junior Data Analyst**
- Utilized Python Pandas for advanced data manipulation, optimizing decision-making for daily logistics operations involving 9,000+ data points, leading to a 15% improvement in operational efficiency
  - Conducted market research projects by analyzing and visualizing consumer behavior using PowerBI driving insights for compliance tracking, and process mapping across 4 North Indian states
  - Collaborated with cross-functional teams to identify data needs, involving data from 85,000+ daily online readers, utilized Excel and SQL for data cleaning processes to support informed editorial decisions

## ADDITIONAL INFORMATION

- Leadership**
- Co-Founder, Rady Consulting Club, Rady School of Management: Established a club that enhanced critical skills development, positively impacting 120+ members through strategic initiatives
  - Organized 4+ Entrepreneurship Bootcamps for school students, partnering with top technology (IITs) and management (IIMs) institutions of India as the Bootcamp Coordinator for ERDC
  - Led a newsletter targeting current students as well as over 1500+ alumni hence facilitating effective communication as Student Head of Alumni Cell
- Projects**
- Author, Spotify Song Recommendation: Designed an interactive Tableau dashboard to analyze song attributes and user preferences, along with a recommender GUI using Python using trend analysis
  - Author, Intuit QuickBooks Upgrade Prediction: Developed a predictive model using logistic regression and neural networks to identify small businesses likely to upgrade, optimizing Intuit's wave-2 marketing campaign and improving targeted outreach efficiency
- ICT**     Advanced MS Excel, Tableau, Power BI, Python, SQL, R, MATLAB, Gretl, Hadoop, PySpark, Git
- Certifications**     Economic Policy-Making Specialization (Coursera), Game Theory (Coursera), Google Data Analytics (Coursera), SQL (DataCamp), Python (Udemy & DataCamp), Advanced Microsoft Excel (Udemy)
- Core Skills**     PowerPoint, Operations, Client Management, CRM, Agile Planning Systems
- Languages**     Hindi (native), English (fluent), Punjabi (fluent)