

# ABHISHEK SHARMA

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## CAREER SUMMARY

Results-driven Data Scientist with 4+ years of experience across product, business, and financial analytics, specializing in predictive modeling, experimentation (A/B testing), forecasting, and large-scale data analysis. Strong expertise in SQL and Python to drive improvements in conversion, revenue, customer lifetime value, and cost efficiency across product-led and credit-based features. Proven ability to lead end-to-end model development, ensure data quality and integrity, and partner with Product, Risk, and Business stakeholders to translate complex insights into executive-level decisions.

## EDUCATION

Liverpool John Moores University — **MBA, Business Analytics**  
Lovely Professional University — **B.Tech, Computer Science Engineering**

2023-2025  
2017-2021

## CORE COMPETENCIES

- Data Science & Analytics:** Machine Learning (Regression, Classification, Clustering, XGBoost), Gen AI, Predictive Modeling, Statistical Data Mining, A/B Testing & Experimentation Design, Forecasting, Anomaly Detection, Customer Segmentation, Churn Prediction, Cohort & Funnel Analysis, Conversion Optimization
- Programming Language & Database:** Python (pandas, NumPy, scikit-learn, TensorFlow, SciPy), SQL, Advanced Excel, BigQuery
- Business Intelligence & Visualization:** Tableau, Power BI, Looker (LookML), Metabase, Grafana, Google Analytics 4 (GA4)
- Product, Financial & Risk Analytics:** Product Analytics, Payments & Credit Analytics, Revenue & CLV Modeling, Experimentation, KPI Design, Risk Assessment, Root Cause Analysis, Cost Optimization.
- Soft Skills:** Leadership, Cross-Functional Collaboration, Problem Solving, Data Storytelling, Decision Making, Mentorship, Time & Priority Management, Communication with C-suite & technical teams.

## PROFESSIONAL EXPERIENCE

**Industrybuying** | **Lead Product Analyst** Aug 2025 – Present

- Analyzed post-launch product performance for **IB Credit and Self-Delivery features**, identifying friction points across key cohorts and driving changes that **increased adoption by ~18%**.
- Built a behavior-based **risk identification framework** using order, return, and contact signals to flag abusive customers, **enabling targeted blocking and reducing operational losses by ~8%** while improving order quality.
- Designed and evaluated **A/B experiments** using hypothesis testing to measure feature and funnel impact with statistical significance.
- Engineered SQL-based data quality validation framework across **15+ data sources**, achieving **99.5% data accuracy** for product analytics and strategic decision-making.
- Configured **~20 monitoring alerts** in Grafana to automatically flag data mismatches and outlier values, enabling faster detection and resolution of issues.
- Suggested and shared insights for a new Daily Essentials page and **analyzed post-launch performance**, measuring the uplift in sales for products featured on the page.
- Delivered monthly **product performance reviews** to leadership, surfacing insights, risks, and data-backed recommendations in partnership with Product Managers.
- Analyzed **post-launch performance** and revenue trends for the **TrackoLap platform** to assess impact and uncover improvement opportunities.

**Homelane** | **Business Analyst (Decision Data Scientist role)** Apr 2024 – Aug 2025

- Led end-to-end development and deployment of a customer conversion **ML prediction model (87% accuracy)** using 1+ year of behavioral and lead data, **improving conversion effectiveness by 15%**.
- Strategized data-backed incentive and contest strategies that improved sales performance while optimizing budgets, resulting in an **8% reduction in incentive costs**.
- Created a lead segmentation and scoring model to prioritize prospects into **Gold+, Gold, Silver, and Bronze categories**, resulting in a **15% uplift in conversion rates**.
- Mentored 3+ junior analysts, improving SQL practices, data modeling, and dashboard quality, and **reducing rework by 25%**.
- Delivered KPI-driven performance insights to senior leadership, enabling data-backed corrective actions.
- Established **analytics and modeling best practices**, reviewing outputs and guiding junior analysts to **maintain data quality standards**.
- Built sales and demand forecasting models using historical and time-series data to project revenue, pipeline health, and key performance metrics, enabling proactive business planning.
- Performed **root cause analysis** on complex issues, recommending process improvements and **cost-saving measures**.
- Analyzed large, multi-dimensional datasets using SQL and Python, synthesizing findings into recommendations adopted by cross-functional teams.

**Homelane** | **Data Analyst** Sep 2021 – Mar 2024

- Built and maintained **100+ real-time Metabase dashboards** using optimized SQL, giving leadership a unified view of revenue, growth, and conversion metrics for faster decision-making.
- Automated reporting and analytics workflows using Python and SQL, **reducing manual effort by 80–90%** and freeing capacity for higher-impact analysis.
- Partnered with business stakeholders to evaluate existing processes and uncover analytical gaps, enabling data-driven optimization opportunities.
- Anticipated evolving business requirements and translated them into actionable insights to support continuous process and performance improvements.
- Delivered 20+ targeted ad-hoc analyses by collaborating with cross-functional stakeholders, directly influencing strategic & operational initiatives.
- Analyzed promotions, sales, discounts, incentives, and performance metrics** to identify growth opportunities and drive business expansion.

## CERTIFICATIONS

**IBM Data Science Professional Certificate:** Coursera (Mar 2020)  
**UpGrad Data Science Certification:** UpGrad (Sep 2020)  
**Gen AI Foundations Certification:** UpGrad & Microsoft (Dec 2025)

## PARTICIPATION

**Indian Science Congress 2024:** Participated in the Indian Science Congress, contributing to national-level scientific dialogue and research exchange.