

# Shubham Sharma

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## EDUCATION

Rutgers, The State University of New Jersey  
Master of Information Technology & Analytics

Dec 2023

## PROFESSIONAL EXPERIENCE

### The Big Foot – Data Analyst Intern

May 2023 – Aug 2023

- Connected multiple databases in **PowerBI** to streamline data integration. Implemented **Extract, Transform, Load (ETL)** processes for efficient data extraction and transformation.
- Executed **DAX functions** within PowerBI, leading to a **15%** enhancement in the precision of data depicted in reports and visualizations. Designed and developed visually appealing reports and dashboards in PowerBI.
- Collaborated with diverse teams to define **key performance indicators (KPIs)**, resulting in a notable 20% enhancement in data accuracy. Conducted ad-hoc reporting and data validation tasks, ensuring a high level of database integrity.

### Packt Publishing, Mumbai, India – Technical Analyst

Feb 2020 – Aug 2022

- Seamlessly integrated **MySQL** Database with **Tableau**, optimizing dashboards for enhanced impact. Employed various Tableau functions, including **calculated fields, parameters, and sets**, contributing to dynamic interactivity and strategic data grouping. This led to an enhanced 20% data segmentation.
- Applied **Level of Detail (LOD)** techniques within Tableau, showcasing a mastery that translated into precise insights for 30% improved decision-making. Incorporated advanced LOD calculations, enhancing granularity in data analysis and understanding of trends. Implemented **Order of Operation** strategies, establishing an effective filter sequence for optimal results. This streamlined analytical processes and improved efficiency by 25%.
- Shared expertise in LOD and Order of Operation methodologies, fostering a collaborative environment that led to continuous improvement.
- Utilized Tableau's **trend lines** and **forecasting functions** to visually communicate patterns effectively, enhancing data interpretation.
- Played a key role in the successful integration of machine learning models, contributing to a 15% improvement in forecasting accuracy.
- Executed essential **SQL** queries in MySQL, including **SELECT** statements, **WHERE** clauses, **GROUP BY** for data aggregation, and **UPDATE/DELETE** for data manipulation. Applied **JOIN** operations and subqueries to merge data effectively and extract specific information.
- Collaborated with **2 teams** to gather data requirements, ensuring a comprehensive approach to data integration.
- Identified untapped business technologies, pitched ideas to publish books, and expanded knowledge resources.
- Mentored **5+** junior team members, resulting in a 30% increase in their understanding of technical concepts.
- Reduced incoming **GitHub** issues by 10% and successfully resolved all raised concerns. Anticipated future updates, leading to a 10% increase in proactive issue resolution.

## RELEVANT PROJECTS

### Netflix Data Analysis (Tableau, Python, Excel)

- Conducted a Strategic Focus Analysis, evaluating Netflix's transition to TV shows and monitoring trends in TV versus movie releases.
- Explored Global Content Patterns, identifying various show types across countries to enrich content understanding.
- Utilized Tableau, Python, and Excel for **Visual Network Exploration**, analyzing actor-director collaborations and visualizing insights and relationships within the network.

### Bank Customer Churn Prediction

- Developed a machine learning model to predict customer churn in a leading financial institution and conducted extensive data preprocessing and feature engineering to optimize model performance.
- Utilized **Logistic Regression, K-Nearest Neighbors, and Random Forest algorithms** for predictive modeling and implemented the model into the existing CRM system for proactive customer engagement.
- Achieved 85% accuracy in predicting customer churn, leading to improved customer retention strategies.

### Data Analysis from Beginners to Advance in R Programming

- Developed comprehensive data analysis labs for beginners, covering fundamental concepts of R programming, including essential commands and functions.
- Executed hands-on exercises focusing on data cleaning (utilizing datasets like Titanic), fundamental data analysis, **L.I.N.E assumption tests**, correlation studies, and advanced visualization techniques (**Boxplot, Scatterplot, Barchart, Histogram using ggplot2**).
- Implemented prediction models and explored data clustering techniques, providing a holistic understanding of data analysis from introductory to advanced levels.

### Emotional facial expression recognition using DCT and SVM (MATLAB, Python)

- Utilized MATLAB with **DCT** and **SVM** for precise detection of five human expressions: Happiness, Surprise, Fear, Anger, and Sadness.
- Oversaw the maintenance and regular updates of the project database. Prepared and presented comprehensive documentation, including the presentation and a detailed reference guide (black book).
- Provided diverse image datasets to the software, enabling it to continuously learn and improve its accuracy in recognizing facial expressions.

## SKILLS

**Programming:** Python (NumPy, Pandas, Matplotlib, Keras, TensorFlow, Scikit-learn), C++, C, PHP, R

**Database:** MySQL, Oracle, PL/SQL

**Other:** MS Office (PowerPoint, Excel, Access, Word), Android Studio, ServiceNow, Splunk, Control-M, Jupyter Notebook, Confluence

**Knowledge Areas:** Machine Learning Algorithms, Android App Development, **Tableau**, Project Management, **AWS**, Git, **Power BI**

**Certifications:** Python courses on Datacamp (Cleaning Data, Intermediate Python, Data Manipulation), **Business Analytics** by PMI, **Excel Essential Training** (Microsoft 365), Solve Real-World Data Problems with **SQL**