**Yash Kumar Sharma**

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**WORK EXPERIENCE**

**USAA Sep. 2019 – Present**

*Data Analyst, People Insights San Antonio, TX*

* Developed and deployed business intelligence solutions to collect, aggregate, enrich and synthesize worker data

to produce Diversity and Inclusion metrics. Interpret trend and patterns in datasets to locate influences

* Produced quarterly briefing reports based on business requirements and collecting the data from MS Access and exporting into Excel using SQL to support the business issues
* Designed and helped the team to move from manual reporting in Excel to automated self-sufficient dashboards which saved 30 hours of data cleaning
* Built curated published data sources within the company to help teams create Tableau dashboards. Saved 30% data gathering time and helped reduce data quality issues by 50%
* Idea Distillery D&I challenge: Identified common ideas from different groups of employees to enhance and sustain a more diverse, inclusive, and equitable culture.
* Created business intelligence solutions like data visualization for stakeholders and business units to interpret

trends and patterns for the diversity in the employee’s dataset using Tableau

* Designed People Insights dashboard that provides holistic insights into the employee’s diversity across the company and 12 line of businesses and produced 10+ quarterly briefing reports based on business requirements
* Analyzed business problems and ad-hoc queries by gathering data from internal and external data sources including MS Access, SAP Business Objects, MS Excel, and synthesizing data to draw conclusions and make recommendations resulting in implementable analytics strategies

**Inventive Advertising Pvt Ltd June 2016 – Aug 2016**

*Business Intelligence Analyst Intern New Delhi, IN*

* Built an end-to-end data pipeline and KPI dashboard for senior leaderships to analyze and visualize company’s customer growth
* Designed interactive dashboards of the key indicators to reduce the churn rate of the clients; Enhanced data transparency to improve digital marketing methodologies.
* Restructured essential drivers behind customer acquisition cost and reduced customer acquisition cost by 12%
* Conducted analysis in assessing customer consuming behaviors and discover value of customers with RMF analysis, applied customer segmentation with clustering algorithms such as K-Means Clustering and Hierarchical Clustering

**EDUCATION**

**University of Texas at Dallas Graduation: May 2019**

*M.S. Information Systems Dallas, TX*

**Delhi Technological University Graduation: May 2017**

*B.S. Software Engineering New Delhi, IN*

**SKILLS & CERTIFICATIONS**

* **Skills:** SQL, Python, Tableau, Power BI, Dremio, MS Excel, MS Visio, Snowflake, Qualtrics
* **Certification:** Google Data Analyst Professional, Data Scientist (Data Camp), Machine Learning (Stanford), AI for Everyone, Deep Learning Specialization

**PROJECTS**

**E-Commerce Users’ Interest Patterns based on Clickstream Data Jan 2022 – April 2022**

* Analyzed Retail Rocket recommender dataset of 2.7 million instances to generate clusters of users with similar interests
* Implemented rough leader clustering algorithm on clickstream data of e-commerce website with 0.4 mil items and 1.4 mil visitors captured over a period of 4.5 months to understand customer segmentation and increase AOV (avg order value)

**Kaggle Data Science and Machine learning Survey analysis Dec 2021-March 2022**

* Analyzed over 25000 Data Scientists and ML Engineers submitted survey responses from Kaggle 2021 survey data
* Determined the user demographics, age, country with the most users and the gender gap among active users with 18.8% women (vs 79.3% Men)

**Twitter Comment Sentiment Analysis Jan 2018-May 2018**

* Investigated 1.6 million Tweets to determine the sentiment (positive, negative, or neutral) behind the tweet
* Developed a Sentiment Analysis model by applying Naïve Bayesian model and LSTM, a deep Learning model
* Identified project requirements, scope, sales, and marketing model based on market research resulting in 5% more clicks

**Marketing Analytics & Digital Marketing using SEO and Ad words Aug 2017-Dec 2017**

* Measured, analyzed, and improved the bounce rate and Impressions of a Website using google analytics
* Improved visibility and executed an online client marketing campaign with 22k+ impressions for a website
* Identified project requirements, scope, sales, and marketing model based on market research resulting in 5% more clicks