KUSHAGRA SHARMA
Business Analyst

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JOB OBJECTIVE

Pursue a career in Business Analytics, Data Science, and Machine Learning in the Delhi NCR, Pune, and remote locations. Targeting roles such as Business Analyst, Product Owner, Product Manager, Data Scientist, Data Analyst, Market Research Analyst and Machine Learning & NLP Engineer.

EDUCATION

- **PGDM (Digital Business & Analytics and Marketing):** Jagdish Sheth School of Management | 2023 | CGPA: 7.15
- **B.Tech. (Mechanical Engineering):** Noida Institute of Engineering and Technology | 2020 | CGPA: 7.51
- **12th:** Dewan Public School | 2016 | 74%
- **SSC:** Dewan Public School | 2014 | CGPA: 7.6

AREAS OF EXPOSURE

- Business Analysis
- Sentimental Analysis
- Requirement Gathering
- FRD & BRD
- Machine Learning
- Data Analysis
- Data Visualization
- Data Modeling
- Functional Analysis

SOFT SKILLS

- Analytical
- Collaborator
- Interpersonal
- Leadership
- Communicator

TECHNICAL SKILLS

- **Programming Languages:** Python, R
- **Data Visualization Tools:** Power BI, Tableau
- **Tools:** Advanced Excel, KNIME, SPSS

PROFILE SUMMARY

- Gained **over 1 year** of experience in Business Analytics and Data Science; successfully implemented Warehouse Management Systems in various industry sectors.
- Led successful implementations resulting in increase in operational efficiency; implemented data models leading to improvement in decision-making processes.
- Showcased exceptional performance as a Business Analyst in Supply Chain Analytics, enhancing operations and leading effective software implementations.
- Proficient in Machine Learning, Deep Learning, NLP, and Statistical Analysis, with expertise in Python, R, Power BI, and Advanced Excel.
- Expert in managing clients, gathering requirements, and documenting functional needs to guarantee the success of project executions.
- Rich knowledge in conducting thorough Data Analysis, exploring Data Patterns, and performing Sentiment Analytics using tools such as Power BI, W, and SPSS to gain comprehensive understandings.
- Skilled in Data Visualization, analyzing Data Models, and Technical Assessments, emphasizing on constructing logic and developing user stories for effective communication.
- Experienced in Market Segmentation, AI Product Prototyping, and Business Modeling, contributing to strategic decision-making and business growth.
- Leveraged advanced analytical tools and techniques to drive data-driven decision-making processes, with a focus on enhancing operational efficiency and optimizing business strategies.

WORK EXPERIENCE

Technoforte, Bangalore | Jun'23 - Present
Business Analyst (Supply Chain Analytics)
Key Result Areas:

- Collecting data on scheduling procedures and production output.
- Evaluating areas of supply chain operations that require improvement.
- Communicating with colleagues to provide feedback on their efficiency and suggest methods to improve.
- Developing and executing projects to enhance supply chain operations.
- Establishing and maintaining relationships with shippers and vendors.
- Assessing vendor operations and enforcing compliance with quality standards.
- Measuring supply chain performance and reporting to management.
- Working with the Procurement, Logistics and IT departments to enhance service delivery.

Achievements:

- Received appreciation for successful implementations and analysis from renowned organizations like J&J and AL Logistics.
- Implemented and optimized Warehouse Management Systems (WMS) across diverse industries such as Automobile, FMCG, Retail, 3PL, Cold Chain, and others.
- Achieved successful software implementations, enhancing Supply Chain operations and efficiency.
- Introduced innovative features to improve Warehouse Operations and customer satisfaction.
- Collaborated with cross-functional teams, stakeholders, and clients to deliver exceptional projects.

INTERNSHIPS

Kalya Exports – Remote
Marketing Research Analyst Intern | Apr'23 – May'23
Key Result Areas:

- Conducted primary and secondary research, collecting data from multiple sources.

- Utilized the Volza database (Cloud) for data acquisition.
- Executed data extraction and analysis processes effectively.

Feynn Labs – Remote
ML Intern (Team Lead) | Oct'22- Jan'23
Key Result Areas:
- Led project teams in developing AI product/service prototypes.
- Utilized Machine Learning and Data Analysis for market segmentation.
- Developed business models for AI product/ service offerings.

SkillVertex– Bangalore
Data Science Intern | Jul'22 – Sep'23
Key Result Areas:
- Constructed Machine Learning models to address healthcare-related business challenges.
- Delivered actionable insights from data analysis to empower business decision-making in healthcare.

ACADEMIC PROJECTS

Ed Lightened |Live Project| Bangalore | Jun'22 – Jul'22
Key Result Areas:
- Conducted Logistic Regression Modeling on the company dataset to analyze the impact of advertisement channels on profit.
- Developed a data model illustrating the profit gained from respective advertisement channels.
- Created a confusion matrix to assess the accuracy of the developed model.

Data Modelling on Individual Chances of Survival After Diagnosed with Comorbid Disease with Covid:
Key Result Areas:
- Conducted initial data collection from various sources.
- Utilized data diagnostics and predictive modeling to determine the relationship between co-morbidity and patient survival rates.

Analysis of Coffee Confession Café:
Key Result Areas:
- Conducted a thorough analysis of the café's history.
- Utilized SWOT analysis to identify strengths, weaknesses, opportunities, and threats.
- Completed an inventory analysis and determined key success factors for the café.

Sonar – Mines or Rock Prediction:
Key Result Areas:
- Executed an in-depth analysis of mines and rocks.
- Employed an ensembled Random Forest ML Model to predict their patterns.

JSON Data Wrangling using PySpark:
Key Result Areas:
- Transformed semi-structured JSON dataset into structured data utilizing PySpark within a Databricks cluster.
- Conducted analysis using PySpark after data transformation.

RFP Project | Capgemini | Association (Market Basket Analysis):
Key Result Areas:
- Implemented Market Basket Analysis using the Apriori Algorithm to identify correlations among passengers.
- Constructed an efficient model by deriving association rules among passengers, aiding in the selection of appropriate passenger groups for private car owners.

CERTIFICATIONS
- Lean Six Sigma White Belt – C.S.S.C. | 2023
- Data Science Training – SkillVertex | 2022
- Machine Learning Explainability – Kaggle | 2022
- Big Data Hadoop and Spark Developer – Simplilearn | 2022
- Live Project in Analytics – EDLightened | 2022
- Feature Engineering - Kaggle | 2022
- Tableau – Simplilearn | 2022
- Power BI – Simplilearn | 2022
- Intermediate SQL Queries - Data Camp | 2022
- Introduction to Data Analytics - Simplilearn | 2022
- Quantitative Methods by Harvard Business School | 2021
- Spreadsheet Modelling by Harvard Business School | 2021
- Mathematics for Management by Harvard Business School | 2021
- Management Communications (Planning Communication Section) by Harvard Business School | 2021
- Management Communications (Writing in Business Section) by Harvard Business School | 2021
- Management Communications (Presenting in Business) by Harvard Business School | 2021

ACADEMIC ACHIEVEMENTS
- Student Council Vice President (V.P.) – Noida Institute of Engineering & Technology
- Appreciation Medal with certificate by Noida Institute of Engineering & Technology for being best 15% among batch 2016

PERSONAL DETAILS
- **Date of Birth:** 26th November 2000
- **Languages Known:** English & Hindi
- **Address:** Delhi NCR – 245101