

# ABHISHEK SHARMA

## Data Analyst

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Linkendin

Experienced Data Analyst with a strong foundation in data analysis, statistical modeling, and data visualization. Proficient in SQL, BigQuery, and Python for data extraction, manipulation, analysis, and modeling. Skilled in translating complex datasets into actionable insights, with a proven ability to effectively communicate findings to both technical and non-technical stakeholders. Proficient in PowerBI and Looker Studio for data visualization. Committed to understanding and aligning data analysis with business requirements following agile methodologies

## Technical Skills

- Ms Excel, Google sheets
- Python
- Google Looker Studio
- PowerBi, Data Visualization
- Kubernetes, Bitbucket, Git
- Feature Engineering
- Exploratory Data Analysis (EDA)
- Google Big Query, SQL
- Solr
- Agile Methodologies, Jira, Scrum Planning
- Interactive Dashboards
- Pandas, Numpy, Seaborn, Flask
- Statistics
- A/B Testing, Hypothesis Testing, Sentiment Analysis
- Data Manipulation, Data Wrangling, Data Handling
- Extract, Transform, Load (ETL)
- GCP, Automation

## Achievements

- Published paper in IEEE
- Completed the certification of Fundamentals of Machine Learning by Microsoft

## Soft Skills

- Interpersonal skills
- Analytical skills
- Data-driven Decision Making
- Multitasking
- Communication Skills
- Critical Thinking
- Team Player
- Time Management

## Work Experience

### Data Analyst

June, 2023 - Present

*Search and Data Science  
Magicpin*

#### Achievements & Tasks

- Developed comprehensive dashboards using Google Looker Studio (Data Studio) and PowerBI to analyze Search Key Performance Indicators (KPIs)
- Developed data funnels and established a feedback data loop to track user journeys, enhancing the understanding of user behavior and facilitating continuous improvement leading to **12% increase** in top 10 results clicks.
- Proactively analyzed user search trends and optimized search results, resulting in a **30% increase** in search-to-merchant landing conversions by reducing the percentage of no-results queries, thus improving user engagement.
- Successfully identified system failures that **prevented 63% of fraudulent transactions** in high-value transactions. Conducted in-depth analysis of fraud user behavior and Established fraud transaction ranges for effective limitation strategies, contributing to a more secure transaction environment.
- Designed and developed a merchant tags model leveraging ChatGPT API, providing advanced automation for tag generation. Deployed the model on Kubernetes infrastructure and implemented data storage in Bigtable. Implemented LLM tags to enhance search result quality, resulting in a **6% increase** in click-through rate (CTR) and **36% greater visibility** to local merchants.

### Associate Analyst

April, 2022 - June, 2023

*Content  
Magicpin*

#### Achievements & Tasks

- Conducted meticulous data cleaning and transformation on extensive crawled data, resulting in a well-structured format comprising **200+ brands**. Employed a diverse set of tools including Microsoft Excel, Pandas, MySQL, and BigQuery to ensure data integrity.
- Utilized advanced data analysis techniques, including SQL, ETL processes, and data manipulation, to extract valuable insights from catalog data.
- Streamlined the catalog data cleaning and refresh process through Python scripts, leveraging data patterns and identifying gaps. This optimization resulted frequency of catalog updates was enhanced from **5 per week to 5 per day**
- Developed comprehensive dashboards using Google Looker Studio (Data Studio) and PowerBI to analyze catalog Key Performance Indicators (KPIs)
- Enhanced content scores using Data libraries, resulting in a remarkable increase in the average score from **30% to 55%** improving the overall quality and visibility of merchant offerings.

## Education

2016 - 2020

**Amity University , Noida | Bachelor Of Technology**

*Electronics and communications*