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📍 North York, Ontario

🌐 [LinkedIn](#)

🌐 [GitHub](#)

🌐 [Tableau](#)

SKILLS

- Data Cleaning and Preparation
- Exploratory and Descriptive Analytics
- Data Integration and Transformation
- Querying: Filtering, Sorting, and Grouping
- Statistical Analysis: Linear Regression
- Technical Documentation and Reporting
- Data Visualization and Dashboard Creation
- Presentation and Public Speaking

TOOLS

- Python / Jupyter Notebooks
- Tableau
- PostgreSQL
- Excel / Microsoft Office
- AutoCAD Electrical

Anushma Sharma

DATA ANALYST

Data Analyst transitioning from technical design, skilled in SQL, Python, Tableau, and Excel. Experienced in trend analysis, customer segmentation, and creating interactive dashboards to deliver actionable insights and drive data-informed decisions.

PROFESSIONAL GOAL

Seeking a Data Analyst role in the financial services sector to deliver actionable insights through SQL, Python, and Tableau.

INDEPENDENT DATA ANALYTICS PROJECTS (APRIL, 2024 – PRESENT)

- 1. NEW YORK CITI BIKE TRIP ANALYSIS (2022):** Analyzed Citi Bike trip data from 2022 to uncover usage patterns, demand fluctuations, and operational challenges.
 - Explored trip trends, peak usage times, and station popularity using Python.
 - Visualized key insights through an interactive Streamlit dashboard.
 - Identified the impact of weather on ridership, peak-hour congestion, and the differences between casual riders and members.
 - Recommended dynamic bike redistribution strategies, station expansions in high-traffic areas, and weather-based operational adjustments.
 - Live Dashboard: [Citi Bike 2022 Dashboard](#)
- 2. ZOMATO BENGALURU RESTAURANT TRENDS:** Analyzed restaurant trends in Bengaluru using a dataset from Kaggle, focusing on insights for marketing and operations improvement.
 - Sourced and prepared open data for analysis, focusing on Bengaluru's restaurant trends.
 - Conducted exploratory data analysis using Python and applied machine learning techniques, including regression for prediction and clustering to identify customer groups.
 - Created visualizations and dashboards with Python and Tableau to communicate actionable insights effectively.
- 3. INSTACART TARGETED MARKETING PROJECT:** Developed a marketing strategy to enhance customer engagement for Instacart through customer segmentation and purchase behaviour analysis.
 - Utilized Python and Jupyter Notebook for data wrangling, subsetting, and consistency checks.
 - Merged and integrated data from multiple dataframes to create new variables for deeper analysis.
 - Built interactive dashboards in Tableau to highlight trends and recommendations.
- 4. ROCKBUSTER STEALTH LLC – MARKET EXPANSION ANALYSIS:** Conducted a data-driven analysis to help Rockbuster Stealth LLC, a physical movie rental company, transition into an online streaming platform.
 - Analyzed customer, movie, and payment data using SQL to identify revenue-driving factors.
 - Calculated key business metrics, including rental duration, top-grossing movies, and customer distribution by region.
 - Developed interactive Tableau dashboards to visualize revenue trends, top-performing movie genres, and geographic demand.
 - Recommended content expansion strategies, focusing on high-growth regions like Asia and South America to improve market penetration.

5. **PROJECT PLAN FOR UPCOMING INFLUENZA SEASON:** Prepared a data-driven approach for healthcare providers to manage the upcoming influenza season.
 - Conducted statistical analysis to identify death rate patterns across populations using Excel.
 - Cleaned and integrated CDC influenza death data with US Census Bureau data (2009-2017).
 - Created Tableau visualizations to illustrate differences between vulnerable and non-vulnerable populations and support resource allocation.
6. **GAMECO DATA STRATEGY FOR DEVELOPMENT AND MARKETING:** Crafted a data strategy to improve product development and marketing for GameCo.
 - Organized and filtered data in Excel to streamline analysis processes.
 - Performed descriptive analysis to uncover trends in-game sales and customer preferences.
 - Created engaging visualizations and employed data storytelling techniques to inform strategic planning.
7. **FIG E. BANK COMPLIANCE STRATEGY:** Designed a compliance framework to enhance Anti-Money-Laundering strategies for a financial institution.
 - Conducted exploratory data analysis to uncover patterns in transaction data.
 - Applied data mining techniques and built predictive models to identify potential attrition factors.
 - Developed visual dashboards to present findings and support strategic compliance decisions.

PROFESSIONAL EXPERIENCE

DESILLUS SOLUTIONS INC., CANADA

JAN 2022 – APR 2023

PATENT ILLUSTRATOR

- Analyzed and categorized technical data to create accurate patent drawings using AutoCAD.
- Applied data validation techniques to ensure compliance with USPTO and international guidelines.
- Collaborated with teams to improve processes, leveraging analytical skills to enhance workflow efficiency.

SHOBHAGLOBS ENGINEERS HUB PVT. LTD., INDIA

APR 2021 – AUG 2021

JUNIOR DESIGN ENGINEER

DANTARA ENTERPRISE – CITIZEN SOLAR, INDIA

FEB 2019 – DEC 2019

BRANCH COORDINATOR (TECHNICAL)

SOLAR GRACE, INDIA

AUG 2018 – JAN 2019

ADMINISTRATIVE COORDINATOR AND PROJECT DESIGN

MAINFRAME ENERGY SOLUTIONS PVT. LTD., INDIA

APR 2016 – JULY 2018

PROJECT AND ADMINISTRATIVE COORDINATOR

- Designed Single Line and 3D Diagrams using AutoCAD and Google Sketchup.
- Evaluated designs, costs, and supported clients with subsidy applications and documentation.
- Coordinated with stakeholders and maintained records for smooth project execution.

EDUCATION & CERTIFICATIONS

- CareerFoundry Data Analytics Program Certificate (2024 – 2025)
- Udemy AutoCAD Electrical Certificate (2021)
- Bachelor of Technology in Electronics & Communication Engineering, The Assam Kaziranga University (2012 – 2016)