Sharma M

Data Analytics Developer, 17+ years experience
Delhi, India
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Dynamic analytics and market research leader with 15+ years of experience delivering actionable insights, automating workflows, and driving business impact for global clients. Skilled in data analytics, generative AI, and advanced visualization tools (Power BI, Tableau, SPSS, CRUNCH.IO). Proven track record of transforming traditional processes with AI and prompt engineering, leading cross-functional teams, and enabling data-driven decision-making. Holds an MSc in Data Analytics and certified in SAS and Machine Learning.

INDUSTRIES: Market Research, Education

TECHNICAL SKILLS

• Quantum	15 years & 4 months
• Crunch.IO	5 years & 6 months
• R	4 years & 5 months
• Power BI Desktop	3 years & 4 months
• Gen AI and Prompt Engenieering	2 years & 2 months

PROJECT DETAILS

• VBA Script — July-2023 - September-2023

Project Description: developed a macro which takes care of the question description in excel and update it in PPT.
Responsibilities: With the help of chat gpt and claude I gave prompt and get the code and adding some more lines of code where needed and run accordingly to get the results.
Technologies: GEN AI & Prompt Engenieering
Industry: Market Research

• Face Recognition Attendance System — February-2023 - December-2023

Project Description: Led a project on a face recognition-based attendance monitoring system for employees working in an organization to improve and upgrade the current attendance system to make it more efficient and effective than before. The employee should be in an area containing light so that the detection can be clearly made. Our Face Recognition Attendance System can eliminate the manual work wherever the attending can now not involve any paperwork. Using a system to overcome defects not only saves resources but also reduces human intervention in the overall process by delegating all complex tasks to the system. The front-end interface involves HTML, CSS, and JavaScript, and the back end involves Python. The framework used is Django, and the database is MySQL. Libraries like OpenCV, Dlib, and Face-Recognition are used here
Responsibilities: understanding and coordination with the co-students and prepared HTML
Technologies: MySQL. Libraries like OpenCV, Dlib, and Face-Recognition
Industry: Education

EMPLOYMENT HISTORY

• Data Analytics Developer October-2019 - July-2025

Description: • Collaborated with developers to create workflows to meet deadlines. • Directed migration of traditional data to CRUNCH.IO dashboards/SPSS/Tableau & PowerBI. • Performed various data quality checks according to survey flow. • Involved in Survey Checking (Visual QA) and discuss outcome with Survey Team. • Prepared summary of reports based on data facts using R,Python. • Coordinated with business analysts and clients for any requirement specifications/ modifications related to defect or enhancement. • Spearheaded the migration of 55+ projects from traditional platforms to CRUNCH.IO, Power BI, and Tableau, significantly enhancing client reporting experience. • Designed and deployed generative AI–powered templates to automate survey analysis, insights generation, and executive summaries. • Delivered prompt engineering training to internal teams, enabling them to utilize LLMs for faster data synthesis and reporting. • Conducted advanced statistical analysis (descriptive, inferential, outlier detection, normalization) using Python & R to inform client strategy. • Worked well in a team setting, providing support and guidance. • Acted as key liaison between developers, analysts, and clients to deliver projects on time and to specification.

EDUCATION

• Masters degree in Data Visualization from Dublin Business School 2022 - 2023

LANGUAGES

• English - advanced

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