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|  | **AAYUSH SHARMA**  ***MIT Certified Data Analyst*** |  |

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# EDUCATION AND CERTIFICATIONS

**Master of Science in Information Systems Available: December 2017**

University of Cincinnati, Cincinnati OH **GPA: 3.7**

* Graduate Assistant at University of Cincinnati and recipient of graduate scholarship
* Graduate certification in Data Analytics (R, SAS, Tableau and MySQL)

**MIT – Data Science and Big Data Analytics: Making Data-Driven Decisions October 2018**

* Supervised and unsupervised modeling
* Linear Regression models, Logistic regression, LDA
* Validation and K-fold cross validation
* Clustering
* Trees, Bagging, Random Forest, Boosting

**Stanford University – Statistical Learning and Data Science certification August 2019**

**1Z0-808 Java SE 8 Programmer I May 2017**

**Life Insurance certifications: LOMA 281, LOMA 290 and LOMA 301 2014-2015**

**Oracle9i Database Administrator Certified Associate January 2012**

**TECHNOLOGIES**

**Data Analytics and Database**: R, SAS, Tableau, Google Analytics, Salesforce, SQL, Oracle, DB2

**Java**: Core Java, J2EE, Servlet, JSP, JDBC

**Web**: JavaScript, HTML, CSS, XML and Bootstrap, C#, ASP.NET

**Mainframe**: COBOL, JCL

**EXPERIENCE**

**CBRE March 2019 – Present**

**Data Analyst**

* Perform ad-hoc, strategic analysis of structured and unstructured data across multiple data sources, reflecting global real estate markets and the operations of real estate assets
* Develop data structures and pipelines to organize, collect, cleanse, and standardize data in order to generate insights and addresses reporting needs
* Define data requirements and gathers and validates information, using judgment and statistical tests
* Utilize programming and analytical tools, including open source programs including Python, R and SAS, SQL, Oracle, or similar relational database tools to formulate models and/or extract insights
* Identify and troubleshoot data integration and integrity issues in cooperation with the appropriate CBRE business units
* Identify opportunities to maximize data usage, applying modelling and optimization methods to develop new strategies and improve business performance
* Develop ad-hoc analytics and reporting based on analysis of existing data sources, utilizing a variety of tools
* Exhibit analytical rigor, judgment, and ability to present a comprehensive 'data story' to multiple levels of the organization

**Protective Life Insurance Corporation December 2017 – March 2019**

**Associate Data Scientist**

* Gathered requirements from appropriate business partners for projects including data for analysis
* Performed data mining on large datasets
* Build data models and performed analysis using advance modelling techniques like GLM, clustering, PCA and Random Forest
* Implemented predictive models using tools and languages like R and SQL
* Monitored and provided feedback on model performance and recalibrated model as necessary
* Identified, measured and recommended improvement strategies for KPIs across all business areas
* Perform analysis to solve critical problems including application funnel progression, customer segmentation and customer targeting
* Presented results using tools like Tableau and PowerPoint to target audience

**Business System Analyst I**

* Work with VP and other leaders of functional areas to drive decision making using analytics
* Analyzed and processed complex data sets using advanced querying, visualization and analytics tools
* Identified, measured and recommended improvement strategies for KPIs across all business areas
* Perform analysis to solve critical problems including application funnel progression, customer segmentation and customer targeting
* Development of statistically sound customer targeting and test plans
* Provided insight and recommendation for improving marketing programs
* Creating marketing lists in Salesforce and analyse campaign results
* Communicated ad hoc findings by creating and delivering presentations
* Designed reporting that effectively provide business owners the insight needed to manage the business and take advantage of opportunities
* Created targeted marketing campaign lists to maximise campaign performance
* Used Tableau for reporting leads and KPIs
* Used R and SQL to segment data and create campaign lists
* Used R studio to analyse marketing campaigns and derive useful insights

**Digital Marketing Intern, Protective Life Insurance May 2017- December 2017**

1. **Data Analyst**

* Used Tableau for reporting leads and KPIs
* Created various Dashboards and story on Tableau for Life and Annuity teams
* Accumulated dispersed data into a single source that could be fed to Tableau
* Collected and formatted marketing data sources
* Used Google Analytics, Pardot and Exact Target to interpret current trends and KPIs
* Worked with Life and annuity teams in order to design the models for analysis
* Determined parameters essential for key stakeholders and reported them on Tableau
* Used tools like SQL, Google Analytics, Lucky Orange, Pardot, Exact Target, etc to analyse the current trends in the system
* Designed strategy to complete the process of data accumulation and reporting
* Presented approach and key findings to senior executives
* Appreciated by senior executives and stakeholders for my performance, strategy and my initiatives to complete the Phase 1 of the Digital Analytics project

1. **Web developer**

* Created landing pages for digital marketing campaigns
* Used JavaScript to create logic of prepopulating fields in the forms accessed by agents/ brokers
* Used JavaScript to fetch information from Exact Target lists and update it using the web forms
* Designed landing pages for digital marketing campaigns using CSS and Bootstrap
* Used Google tracking on web pages to identify customer response
* Used JavaScript to dynamically update the way information is presented on web page
* Enabled logic to download multiple documents from the web page using JavaScript
* Researched on best possible solutions available to improve the current system
* Updated designs of existing web pages to improve the customer interactions

1. **Corporate Intern Project**

* A group project in which we researched on the existing process of TeleLife calls
* Understand the current needs and challenges so as to identify reasons for drop in number of applicants during TeleLife call period
* Researched the gaps between application and TeleLife calls
* Research the difference in the process when an agent is involved
* Interacted with various teams and accumulated information relevant to the process
* Identify various trends and patterns which affected dropout rate
* Identify various solutions to reduce the dropout rate
* Presented the solution to senior executives

**Web developer, Freelance**

* Developed web pages, login forms, database connections using Core Java, J2EE, HTML, CSS, JavaScript, Bootstrap and MySQL
* Created and updated MySQL database for online student management portal and linked with web application using JDBC connection
* Designed mobile responsive web pages using JavaScript, CSS, HTML and Bootstrap
* Used SMTP logic to allow admin to send mails from iRoster website
* Used JavaScript to perform exception handling and inserted image slider
* Profile Website- <https://www.ettitudemedia.com/aayush/>

**University of Cincinnati, Carl H. Lindner College of Business, Cincinnati OH**

* Big Data Analytics project using HADOOP, JAVA, R, Python, Cloud services and Apache Spark
* Consulting project with *Cincinnati Children’s Hospital – Exchange 2.0 Technology Architecture Challenge*

**DELL, India July 2012 – August 2016**

**Software Development Analyst**

*System Modernization, Jan 2016 – August 2016*

* Developed web forms using J2EE to enter new policy data and synced it with MySQL to be sent to underwriter for processing
* Developed web interface for underwriters using JavaScript, Bootstrap, CSS and HTML to access new policy information for analysis
* Developed web forms to enter customer information and send it to database using JDBC connection
* Developed web pages to show current policy information using JDBC connection, J2EE, HTML and CSS
* Developed customer portal web pages using JavaScript, HTML, CSS to show premium deductions and policy related information by syncing it with MySQL database and JDBC connections
* Developed notification feature in website to notify customer representative and admin regarding new queries entered by customer
* Conducted legacy asset analysis of COBOL batch modules and developed back end Java codes using Core Java

*PL1/PL2 Worksite Enrollments, Client: MetLife, USA (July 2015 – June 2016)*

* Drafted Technical Specification Documents (TSDs) and led the development process by performing requirement gathering, designing technical model for the system, coding new and existing modules, and creating test data for new application
* Developed COBOL and TPCOBOL modules, interfaces, workflows, automatic letters and extracts and JCL on Z/VM system
* Developed modules to generate reports to be sent to client server to provide near real time functionality
* Created documents and presentations to train new team members to work on this product

*Waiver of Premium, Client: Erie Insurance Group, USA (Jan 2016 – Feb 2016)*

* Updated COBOL code and TOCOBOL screens to use updated logic to indicate whether the policy is on WOP or not
* Updated JCL and report generation process to allow seven new letters generated on monthly basis to be used by claims and administration department
* Wrote Technical functionality document for the project and conducted various meetings with stakeholders to identify requirements
* Presented the updated to key stakeholders

*Customer Portal updates, Client: Fidelity Life, USA (Nov 2015 – Dec 2015)*

* Updated the customer portal of the client by updating TPCOBOL screens and backend scripts
* Inserted the functionality to view certificate details
* Inserted the functionality to download forms
* Updated logic in COBOL and TOCOBOL codes to update the beneficiary information
* Updated JCL to generate new reports on monthly basis that indicate the changes in the system as compared to the previous month
* Created the logic to allow unique branding based on block of business impacted

*Periodic State Tax Withholding Provision, Client: Five Star, USA*

* Updated COBOL and JCL so that the client system could be in compliance with the state tax withholding method
* Logic was updated for periodic withdrawals and non-periodic payment of partial surrenders
* Wrote functional specification document for the project
* Conducted group meetings and presentations to suggest solution suggested and the final test results

*e-document delivery, Client: Erie Insurance Group, USA*

* Automated manual process by making changes in online and batch COBOL module to offer electronic document delivery capabilities
* Inserted new fields in TPCOBOL modules and back end tables to facilitate the automation of report generation and updated the triggers and libraries for batch COBOL modules and inserted new STEPS in JCL