

# Divanshi Sharma

DATA Analyst / Power Bi

Email:

[divanshisharma9354@gmail.com](mailto:divanshisharma9354@gmail.com)

LinkedIn:

[linkedin.com/divanshisharma-6764](https://www.linkedin.com/divanshisharma-6764)

Phone: 91+ 9354817965

## EDUCATIONAL QUALIFICATION

B.CA | 2018-21

Maharishi Dayanand University,  
Faridabad

## TRAININGS & CERTIFICATES

Master's in data science | Data Analyst |  
2021-22

Board Infinity

Python (programming for everybody) |

2022 | Coursera

SQL BASIC | 2022 | Hacker Rank

## TECHNICAL SKILLS

- **Programming Languages & Databases:** Python, SQL, Alteryx
- **Data Wrangling & Processing:** Pandas, NumPy, Matplotlib, Seaborn
- **Cloud Services:** AWS (S3), GCP, SharePoint.
- **Data Visualization & BI Tools:** Power BI (DAX, Power Query, Automated Reports, KPI Dashboards), Tableau.
- **Web Scraping & Data Collection:** BeautifulSoup, Selenium, APIs for marketing insights.
- **Marketing Data Analytics:** Campaign performance tracking (GRP, SOV, CTR, ROI, conversion rates) for Google Ads, Facebook Ads, TV.
- **Automation & Workflow Optimization:** Power BI automation, Python scripts.
- **Microsoft Excel (Advanced):** PivotTables, VLOOKUP, HLOOKUP, INDEX-MATCH, Macros, Data Validation, Power Query.

## WORK EXPERIENCE

- Over **2+ years** of experience in Data Analytics, ETL, Data Automation, Web Scraping, and Reporting, with expertise in Power BI, SQL, Python, and Alteryx for marketing and business intelligence.

### GroupM Nexus (OCT 2023 - Current) Data Analyst

- Developed **automated Power BI dashboards** and **ETL workflows**, integrating data from multiple sources to track campaign performance. Optimized reporting with **DAX calculations and Power Query**, reducing manual efforts by 60%.
- Extracted, cleaned, and analyzed **marketing and competitor data** using **Beautiful Soup and Selenium**, providing actionable insights for strategic planning. Improved data accuracy and reduced time spent on manual data collection.
- Managed **large-scale data storage and retrieval** in **AWS S3, GCP, and SharePoint**, ensuring data integrity and seamless access for analytics teams. Automated data pipelines for scheduled reporting.
- Led **marketing data automation, web scraping, Power BI dashboard development, and ETL pipeline automation**, streamlining data processes for improved efficiency and decision-making. Used **Python, SQL, Alteryx, and Power BI** to enhance data-driven insights.
- **Key Projects:** Volvo, Paytm Automation, Aditya Birla Power BI Dashboard, Fusion 2.0 (E-commerce: Flipkart, Amazon, Swiggy, Zepto, Tata 1mg, Blinkit, Big Basket), and Automated MIS for Britannia, Airtel Power Bi Dashboard.

### Dotto Business Solutions (March 2023 to Sep 2023) Power Bi

- Designed and developed **interactive Power Bi dashboards** to visualize business performance metrics and trends.
- Assisted in designing and developing interactive **Power Bi dashboards** to track key business metrics and performance indicators.
- Cleaned, transformed, and integrated data from multiple sources using Power Query and DAX.

### GroupM Nexus (Aug 2022 to Feb 2023) Data Analyst

- Analyzed and visualized marketing data to drive insight for campaign performance.
- Built interactive dashboard in Power Bi, enabling stakeholders to monitor KPI and identify trends.
- Utilized Advanced Excel functions like: Pivot table, VLOOKUP, Index-Match and data visualization for efficient data processing and reporting.
- Conducted exploratory data analysis EDA to identify patterns and actionable insights for marketing strategies.