

Amrit Sharma

Data Analyst

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PROFILE SUMMARY

Data Analyst with a strong foundation in end-to-end analytical methods through an MSc in Business Analytics (Merit, Durham) and hands-on project delivery across e-commerce, financial services, and market intelligence. Brings commercial context from prior roles in fraud operations (JPMorgan) and client strategy, translating domain knowledge into clear data storytelling and commercially relevant insight for stakeholders.

KEY SKILLS

Tools & Technologies: Python (Pandas, NumPy, scikit-learn, Matplotlib, Seaborn, Plotly), SQL, SQLite, Power BI, Microsoft Excel (Advanced), Streamlit

Analysis & Methods: Exploratory Data Analysis, Data Cleaning & Transformation, RFM Segmentation, CLV Modelling, Regression, Classification, Clustering, Time Series Analysis, Statistical Testing, A/B Testing

Business & Reporting: Insight Generation, Stakeholder Reporting, Management Information (MI), Dashboard Development, KPI Reporting, Commercial Analysis, Requirements Gathering, Business Process Mapping (BPMN), Risk & Controls Analysis

DATA ANALYTICS PROJECTS

IMADATA Market Intelligence & Competitor Analytics *Tools: Python, scikit-learn, Streamlit, K-Means, Decision Tree*

- Delivered a data-driven market entry framework for a live analytics client by engineering a three-stage intelligence pipeline across 43,330 wholesale-trade and 20,874 competitor firms from Mexico's national business registry (DENUE)
- Applied K-Means clustering with Calinski-Harabasz optimisation to segment the customer universe into actionable profiles; trained a Decision Tree classifier as a deployable lead-scoring model
- Constructed a Competitive Intensity Index (CII) using a weighted composite of firm density, Gini coefficient, HHI, and CAGR across all 32 Mexican states, enabling prioritisation of low-competition, high-opportunity markets
- Produced a 2x2 Market Opportunity Matrix with municipality-level drill-down and a ranked entry sequence, deployed as an interactive Streamlit [dashboard](#) for direct use by the client's commercial team

Customer Lifecycle & Campaign Analysis *Tools: Python, SQL, SQLite, scikit-learn*

- Projected £6.7M in 12-month portfolio value through a survival-weighted DCF CLV model built on 779,425 UK e-commerce transactions, delivering a 7-segment RFM model and churn prediction model (AUC 0.777)
- Identified a top-50 priority retention list representing £2.5M combined CLV (37.9% of total portfolio), enabling precise CRM targeting and reducing wasted outreach spend
- Designed a £12,500/month Google Ads and Klaviyo campaign strategy with bid scheduling, audience segmentation, and suppression lists derived directly from analytical outputs
- Validated Python RFM findings independently using 8 SQL queries against a 785,303-row SQLite database, demonstrating rigorous cross-tool analytical practice

JP Morgan Chase - Quantitative Research Job Simulation - (Forage) *Tools: Python, scikit-learn, Regression, Classification*

- Built a commodity price forecasting model using polynomial regression on 48 months of historical data (R^2 0.937), identifying a \$1.08/MMBtu seasonal spread to inform storage contract strategy
- Developed credit risk classification models (Logistic Regression, Random Forest, Gradient Boosting) on a 10,000-loan dataset, achieving AUC 1.000 and identifying \$1.55M expected portfolio loss; conducted FICO score bucketing optimisation, demonstrating 63% improvement in risk discrimination

WORK EXPERIENCE

Strategy Consultant, (Outreach & Market Strategy)

180 Degrees Consulting

Durham, UK

January 2025 - March 2025

- Analysed organisational processes and market data to identify gaps in investor readiness, generating evidence-based insight that supported workshops clarifying business requirements and delivery roadmaps
- Evaluated 200+ potential investment leads against financial, operational, and strategic criteria, producing a ranked shortlist and supporting evidence-based selection decisions for the client team
- Designed a structured recruitment and outreach funnel using data-driven stage definitions, improving stakeholder visibility into candidate sourcing and conversion rates
- Mapped end-to-end sales and engagement workflows using BPMN, enabling stakeholders to reduce lead-to-closure friction through clearer handoffs and ownership

Fraud Specialist II

JPMorgan Chase & Co.

Mumbai, India

April 2022 - June 2023

- Analysed large volumes of debit card transaction data to identify emerging fraud patterns, directly contributing to the prevention of over \$1M (approx. £800K) in quarterly financial losses
- Conducted workflow analysis to identify process bottlenecks, delivering data-backed recommendations that reduced investigation turnaround times by 60%
- Supported enhancements to fraud detection logic by translating operational pain points into clear analytical requirements for technical teams, using Excel for data extraction and root cause analysis
- Presented concise analytical findings to global stakeholders; recognised with the Customer Excellence Award (2023) for clarity and commercial impact of reporting

Business Development Executive

Big Mouth Digital & Media

Mumbai, India

July 2021 - December 2021

- Conducted market and competitor analysis to identify new commercial opportunities, supporting data-driven pipeline growth decisions that contributed to the acquisition of 8 new clients
- Analysed customer and campaign performance data to improve regional market presence and support evidence-based pricing and delivery decisions

EDUCATION

MSc Business Analytics

Durham University

Durham, UK

September 2024 - September 2025

- **Grade:** Merit
- Durham University Business School Scholarship; merit-based award to high-achieving postgraduate applicants
- Relevant Modules: Introduction to Business Analytics, Data Analytics in Action, Learning from Data, Managing Data Driven Innovation, Natural Language Analysis

BBA Marketing

D. Y. Patil University

Mumbai, India

July 2017 - July 2020

- Grade: 8.4 CGPA (First Class Equivalent)

CERTIFICATIONS

- **JPMorgan Chase** – Quantitative Research Job Simulation (Forage)
- **Google Analytics:** Professional Certification
- **Google Ads:** Search, Display, Measurement, Apps

ADDITIONAL INFORMATION

Leadership & Volunteering

- General Body Member, Rotaract Club of DYPSUM — led operations and logistics for 3 charity fundraising events.
- AIESEC Committee Member — coordinated applicant tracking and stakeholder communication for international exchange participants across multiple time zones.

Personal Interests

Badminton, Competitive Automotive Racing, Music, and staying current on developments in AI, machine learning, and fintech.

Right to Work in the UK – no sponsorship required