

## PALLAV SHARMA

[pallavsharma14@gmail.com](mailto:pallavsharma14@gmail.com) | [www.linkedin.com/in/pallavsharma14](http://www.linkedin.com/in/pallavsharma14) | +1-424-857-3914

### BUSINESS AND DATA ANALYST

---

Highly strategic Business and Data Analyst and MS in Business Analytics candidate at UCLA Anderson. Over five years of experience solving unstructured and structured problems in Payment Processing and Healthcare Consulting industries. Findings and recommendations lead to consistent multi-million-dollar loss prevention and revenue gains. English/Hindi bilingual.

**Technical Skills:** Teradata SQL, R, Python

**Software:** Tableau, Excel, Knowledge Seeker

### PROFESSIONAL EXPERIENCE

---

#### PAYPAL

Bangalore/Chennai, India

**Data Scientist 1** (previously Data Analyst 2/Global Metric Analyst 2)

July 2018–August 2022

- **Incentive Abuse Portfolio:** Created a framework to identify abusers of marketing campaigns using account linking data, restrictions data, and identity based models. Devised strategies made through decision trees and through percentile distributions of important parameters to proactively catch abusers, saving \$40M losses to marketing budget.
- **Authorization Rate Portfolio:** Supported deep dives and experimentations on new products to gauge the impact on decline rates and revenue of transactions. Proposed optimization opportunities on existing payment flows driving \$5M incremental revenue.
- **Transaction Expense Portfolio:** Proposed aggregation of multiple transactions into one, passing of correct address in payload and passing of correct interchange codes for Utilities and Education merchants driving \$2.5M transaction expense savings.
- **Financial Instrument Layer:** Created a first-time conversion funnel to assess success rate of adding a card to the PayPal wallet; drove insights to improve success rate by 5%.

#### TREDENCE ANALYTICS

Bangalore, India

**Business Analyst**

July 2017-May 2018

- **Account Targeting Exercise:** Integrated sales and medical claims data producing a focused list of 20 high potential target hospitals for the drug co-marketed by two major pharma clients.
- **Gastro Market Landscape Analysis:** Identified \$1M market opportunity for the drug in pipeline by evaluating the nuances of patient/physician behavior in the Gastroenterology space.
- **Product Launch Metrics:** Evaluated the change in performance metrics (like adherence) of a drug launched in a new indication over time and recommended areas of growth.

#### ZS ASSOCIATES

Pune, India

**Decision Analytics Associate / Business Analyst**

Dec 2016-July 2017

- Worked on a project to identify "patient's time to reach biologics" in severe Rheumatoid arthritis indications and generated insights to help onboard such patients earlier on the drug (one of the biologics) of the client.
- Underwent a training program to understand the nuances of the most granular dataset in the Pharma domain: "Patient Level Data" (PLD).

### EDUCATION

---

#### University of California, Los Angeles (UCLA) – Anderson School of Management

Los Angeles, CA

Master of Science in Business Analytics (MSBA – F1 STEM OPT) | UCLA Anderson Merit Fellowship Recipient

Expected: Dec 2023

Courses: Machine Learning, Optimization, Statistical Modeling, Customer Analytics, Operations Analytics

#### Birla Institute of Technology and Science (BITS) - Pilani, Hyderabad Campus

Hyderabad, India

B.E.(Hons.) Civil Engineering, GPA: 8.71 / 10 (First Division)

July 2016

Courses: Probability and Statistics, Computer Programming, Calculus, Linear Algebra, Differential Equations