

# RITISHA SHARMA

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## Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/ritisha-s-967247211/>

## Summary

I am a data-driven professional with strong data modelling, SQL, NOSQL, and Power BI skills, complemented by hands-on experience in Salesforce Admin and application development. My expertise lies in developing data solutions, conducting path analysis, and managing complex projects, having supported over 30 + key clients through the entire Software Development Life Cycle. I excel at translating complex data into actionable business outcomes, and I am confident in my ability to leverage my technical and analytical skills to drive success in any team.

## Skills

- Stakeholder Management
- Project Management
- Requirement Gathering
- MySql
- PostgreSQL
- Excel
- Power BI
- Salesforce admin
- Service Cloud
- Sales Cloud
- JIRA
- ZOHO
- Scrum
- Kanban
- User stories
- Delivery Plan

## Education

**Bachelor of Technology: Computer Science Engineering (88%)**  
JECRC

**06/2024**  
Jaipur (Rajasthan)

**Higher Secondary: PCM**  
Kendriya Vidhyalaya

**05/2018**  
Baran (Rajasthan)

## Experience (Cyntexa, Jaipur — Business Analyst) 08/2023 - 08/2024

### Service Cloud Voice and Amazon Connect for Health Clinic.

- Health clinic in California offering Naturopathic and Regenerative Medicine.
- Implemented Service Cloud Voice with Amazon Connect for customized IVR services on two phone numbers.
- Collaborated with cross-functional teams to align technical solutions with clinic needs.
- Managed stakeholder engagement through regular meetings, ensuring alignment and addressing concerns.
- Used Zoho Projects for project planning, tracking, and reporting.
- Facilitated Agile ceremonies and demo presentations to gather feedback.
- Developed detailed documentation and reports to monitor KPIs for calls.
- Ensured compliance and proper call routing, recordings, and transcript setup.
- Conducted thorough testing and validation of implemented data solutions.

### Service Cloud for Cleaning Service.

- House cleaning services across various U.S. States required omnichannel case assignment to the least available agent.
- Collaborated with cross-functional teams to define CTI and Omni-Channel integration requirements.
- Managed stakeholder engagement and resource allocation for optimal efficiency.
- Used Zoho Projects for milestone tracking and Agile ceremonies for project transparency.
- Verified automated case assignment met functional requirements through rigorous testing.

### Service Cloud for Telecommunication Provider.

- Leading telecom company needed omnichannel case routing to improve customer service efficiency.
- Implemented case routing based on agent skills and availability using Omni-Channel Routing.
- Developed custom Apex code for round-robin case assignment and configured custom UI enhancements.

- Integrated Salesforce with the client's telephony system using Open CTI.
- Automated workflows for timely communication and conducted demos for stakeholder feedback.
- Created user documentation and training materials to support feature adoption.

### **Salesforce Implementation for an Accounting Firm.**

- Leading U.S. An accounting firm required Sales-force customization for financial and tax services.
- Configured standard objects and created custom fields, page layouts, and validation rules.
- Defined requirements for a custom Lightning Web Component for file management.
- Managed security settings, created custom reports, and dashboards.
- Conducted user training, system audits, and data cleanup to enhance adoption and maintain data integrity.

## **Projects**

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### **SQL Pizza Sales Analysis**

- This project focuses on analyzing a dataset of pizza sales to derive key business insights.
- Utilized SQL queries to explore and manipulate sales data, identifying trends in customer preferences, top-selling pizzas, and peak sales periods.
- Performed data aggregation, filtering, and joining operations to calculate total revenue, average sales per order, and regional sales performance.
- Created queries to segment sales by pizza type, toppings, and customer demographics, providing actionable insights for marketing and inventory management.
- Applied SQL functions like GROUP BY, ORDER BY, and JOIN to generate comprehensive reports and dashboards for decision-making.

### **Power BI Dashboard for Computer Hardware Business**

- This case study focuses on a computer hardware business facing challenges in a dynamic market. To address this, the Sales Director has initiated a data analysis project to gain real-time sales insights.
- The goal is to develop a Power BI dashboard that provides key metrics such as sales performance, product trends, customer segmentation, and regional sales breakdowns.
- By integrating real-time data into the dashboard, the business aims to make data-driven decisions, respond to market changes more effectively, and optimize sales strategies for better results.

### **UpGrad Training Program :**

- I completed a comprehensive training program with Upgrad, where I gained expertise in SQL, Excel, NoSQL, Power BI, algorithms, and data modeling. The program was designed to build a strong foundation in data analytics, enabling me to analyze and interpret complex datasets and apply advanced algorithms to uncover patterns, trends, and insights.
- The training equipped me with the skills to effectively manage SQL databases, perform data cleaning and processing in Excel, and utilize Power BI for creating dynamic dashboards. I learned how to generate data-driven insights to inform business strategies, optimize processes, and support decision-making
- SQL database management: Designing and managing databases, running queries, and optimizing data retrieval for efficiency.
- Excel data analysis: Conducting data analysis, visualizing trends, and developing reports.
- Power BI dashboards: Building interactive, real-time dashboards to visualize key metrics and business performance.

### **Excel Data Analytics Project**

- This project focuses on performing data cleaning, processing, analysis, and creating dashboards in Excel.
- Cleaned raw data by handling missing values, duplicates, and formatting inconsistencies .
- Analyzed trends, patterns, and key metrics such as sales performance, customer segmentation, and regional trends.
- Designed an interactive dashboard using charts, graphs, and slicers for data visualization, enabling decision-makers to track key performance indicators efficiently.