HARSHAN RASU

DATA ANALYST | SQL, PYTHON, POWER BI | BUSINESS INTELLIGENCE & ANALYTICS

+91 6381534316   — @   harshan0077888@gmail.com   Linkedin — https://www.linkedin.com/in/harshanrasu/

Profile Summary

Data Analyst with hands-on experience in SQL, Python, and Power BI, specializing in business performance, churn, and sales analytics. Experienced in data cleaning, EDA, KPI tracking, and dashboard automation using real-world datasets (50K+ records). Strong at translating data into actionable insights for stakeholders through data storytelling and interactive dashboards.

SKILLS

TECHNICAL SKILLS
Data Analysis & Analytics: EDA, Data Cleaning, Data Transformation, KPI Development, Trend Analysis, Business Metrics, Ad-hoc Analysis
Programming & Querying: Python (Pandas, NumPy, Scikit-learn), SQL (Joins, Subqueries, CTEs, Window Functions)
Business Intelligence & Visualization: Power BI (DAX, Data Modeling), Tableau, Microsoft Excel (Pivot Tables, Power Query)
Statistics & Modeling: Regression, Classification, Forecasting, Hypothesis Testing, Model Evaluation (Accuracy, RMSE, Precision, Recall)
Professional Skills: Stakeholder Communication, Data Storytelling, Decision Support, Problem Solving

EXPERIENCE

DATA ANALYTICS INTERN | YBI FOUNDATION

- Analyzed 50K+ structured records using Python, SQL, and Excel to identify trends in performance and customer behavior
- Built interactive Power BI dashboards to track KPIs and business metrics, improving reporting efficiency
- Cleaned and transformed raw datasets, improving data accuracy and consistency by ~20%
- Performed exploratory data analysis (EDA) to support data-driven insights and stakeholder reporting
- Collaborated with cross-functional teams to deliver weekly analytical reports and dashboards

PROJECT

CUSTOMER CHURN PREDICTION & RETENTION ANALYTICS USING MACHINE LEARNING

- Built churn prediction models (~87% accuracy) to identify high-risk customers and support retention strategies
- Analyzed churn drivers such as tenure, contract type, and usage behavior to improve customer lifetime value
- TOOLS: Python, SQL, Pandas, Scikit-learn, Power BI

RETAIL SALES FORECASTING & DEMAND ANALYTICS (DMART)

- Developed sales forecasting models reducing RMSE by ~18%, improving demand planning accuracy
- Analyzed pricing, outlet, and sales trends to support inventory optimization decisions
- TOOLS: Python, Pandas, Regression, EDA

AI-DRIVEN HEALTHCARE DIAGNOSIS & PREDICTION

- Built disease prediction models achieving ~88–92% accuracy, improving early diagnostic insights
- Reduced prediction error (RMSE) by ~18–22% through feature engineering and model evaluation\
- TOOLS: Python, Scikit-learn, Classification, RMSE

CUSTOMER & CONTENT ANALYTICS DASHBOARD (SPOTIFY)

- Designed interactive Power BI dashboards analyzing song popularity, artist performance, and content trends
- Delivered KPIs such as average popularity, duration metrics, and monthly performance insights
- TOOLS: Power BI, DAX, SQL, Data Modeling

SPORTS PERFORMANCE ANALYTICS DASHBOARD

- Built performance dashboards analyzing player and team metrics across tournaments for comparative insights
- Enabled opponent-wise and year-wise analysis using interactive slicers and filters
- TOOLS: Power BI, DAX, Excel

Education

Bachelor of Engineering – Mechanical Engineering (Pursuing)
SNS College of Engineering, Coimbatore
CGPA: 8.45 | 2023 – Present

CERTIFICATIONS

- **Data Analytics Job Simulation – Deloitte (Forage) | 2026**
- **GenAI-Powered Data Analytics – Forage**
- **Databricks Accredited Generative AI Fundamentals**
- **Data Fundamentals – IBM SkillsBuild**

GitHub: **github.com/harshanrasu**
Portfolio: **https://harshan-7.github.io/PORTFOLIO2610/**