

HARSH MEHTA

Madison, WI • 608-298-8733 • hmehta7@wisc.edu • [Linkedin](#) • [Portfolio](#)

EDUCATION

UNIVERSITY OF WISCONSIN-MADISON, THE INFORMATION SCHOOL

M.S. Information | Data Analytics Concentration, GPA:4.0/4.0

Sept 2023 - May 2025

Madison, WI

UNIVERSITY OF MUMBAI

Bachelor of Management Studies

Jun 2013 - Jul 2016

Mumbai, India

Coursework: Data Mining Planning and Management, Analytics for Decision Making, Database Design for Information Professionals, Data Visualization for decision making, System Analysis & Project Management, Big Data & Analytics, Management Information Systems, Machine Learning, Database Management Systems

WORK EXPERIENCE

Prayas Entertainment,

Business Analyst

Jan 2021 - Apr 2023

Mumbai, India

- Data-Driven Process Improvement: Led initiatives to enhance operational efficiency by 35%, employing data analytics to identify and rectify process inefficiencies.
- Created and executed a robust financial forecasting model integrating market analysis, customer insights, and growth projections; delivered precise revenue predictions, enabling strategic decision-making that led to a 10% increase in annual revenue.
- Developed and implemented a customer segmentation strategy, utilizing predictive modeling and market research to identify high-value segments, resulting in a 15% increase in customer lifetime value and a 10% boost in customer retention rate.
- Implemented visualization tools, transforming complex data into intuitive dashboards; increased report clarity and decision-making efficiency by 50% and a 30% improvement in productivity.

Indigo Events & Promotions

Senior Associate Marketing Manager, Data Analyst

Mar 2017 - Mar 2020

Mumbai, India

- Data-Driven Media Strategy: Led media strategy formulation and execution based on data analysis, resulting in 30% increased customer satisfaction and 21% higher lead conversions.
- Orchestrated and refined digital marketing campaigns, leveraging data analytics to optimize ad spend and boost performance; achieved a 40% increase in click-through rates and a 20% decrease in cost per acquisition.
- Conducted comprehensive market research, analyzing industry trends and customer preferences to shape data-driven marketing strategies that resulted in a 25% increase in customer acquisition within 6 months.
- Analyzed campaign performance data using Google Analytics and advanced tools to identify key metrics, resulting in a 25% increase in conversion rate and a 10% boost in ROI within three months.
- Spearheaded the implementation of a data-driven application, collaborating with teams to align marketing strategies with data insights; which led to a 27% surge in customer engagement and a 30% improvement in conversion rates.

PROJECT WORK

Quantum Data Analytics Job Simulation on Forage

• Implemented Quantum Data Analytics Job Simulation, enhancing skills in data preparation, customer analytics, and generating insights; spearheaded uplift testing, contributing to the formulation of data-driven commercial strategies.

KPMG AU Data Analytics Job Simulation on Forage

• Completed KPMG AU Data Analytics Job Simulation, advising on customer targeting through data quality assessment, demographic-based high-value customer analysis, and development of dashboards for effective data visualization and communication.

Accenture North America Data Analytics and Visualization Job Simulation on Forage

• Executed Accenture North America Data Analytics & Visualization Job Simulation; focusing on data set cleaning, modeling, and analysis to discern content trends for a hypothetical social media client, conveying crucial insights to the client and stakeholders.

TECHNICAL SKILLS & CERTIFICATIONS

Programming Languages: Python, HTML, CSS, SQL, R

Tools & Platforms: Tableau, Power Bi, PostgreSQL, NoSQL, MS Excel(VBA), Gephi Network Visualization, Voyant(Text Viz), Weka

Certifications : Data Analytics (Coursera - Google), Cisco Data Analytics, Quantum, KPMG, Accenture(Virtual Internship)