

HARSH MEHTA

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EDUCATION

UNIVERSITY OF WISCONSIN-MADISON, THE INFORMATION SCHOOL

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

May 2025

Madison, WI

UNIVERSITY OF MUMBAI

Bachelor of Management Studies

June 2013 - July 2016

Mumbai, India

Coursework: Data Visualization for decision making, System Analysis & Project Management, Big Data & Analytics, Management Information Systems, Machine Learning, Database Management System

WORK EXPERIENCE

Prayas Entertainment,

Business Analyst

Jan 2021 - April 2023

Mumbai, India

- **Data-Driven Process Improvement:** Led initiatives to enhance operational efficiency by 25%, employing data analytics to identify and rectify process inefficiencies.
- **Advanced Financial Modeling:** Developed Excel models for financial forecasting, driving profit strategies through detailed data analysis and projections.
- **Strategic Analytics and Decision Support:** Provided key data insights for strategic decision-making, translating complex financial and operational data into actionable business strategies.

Indigo Events & Promotions

Senior Associate Marketing Manager, Data Analyst

March 2017 - March 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.
- **Digital Campaign Optimization:** Executed and refined digital marketing campaigns, optimizing ad spend and performance through data analytics.
- **Market Research & Insights:** Conducted market research, deriving actionable insights to inform marketing strategies.
- **Performance Reporting:** Analyzed and reported on campaign performance using Google Analytics and other tools, focusing on KPIs and ROI.
- **Cross-Functional Data Application:** Collaborated with various teams to integrate data insights into comprehensive marketing strategies.

PROJECT WORK

Quantium Data Analytics Job Simulation on Forage

Fall 2023

• Executed Quantum Data Analytics Job Simulation, honing skills in data preparation, customer analytics, and insight generation; led uplift testing for store layouts, driving evidence-based decisions; and synthesized strategic reports for Category Management, enhancing data-driven commercial strategies.

KPMG AU Data Analytics Job Simulation on Forage

Fall 2023

• 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

Fall 2023

Successfully executed Accenture North America Data Analytics & Visualization Job Simulation mastering dataset cleaning, modeling, and analysis to identify content trends for a hypothetical social media client; and crafted a comprehensive PowerPoint deck and video presentation, effectively communicating key insights to the client and stakeholders.

TECHNICAL SKILLS & CERTIFICATIONS

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

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

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