

HARSH RAJ

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Professional Summary

Recent **B.Tech graduate** in Electronics & Communication from **Maharaja Agrasen Institute of Technology**, skilled in **Power BI, SQL, Python**, and **ETL processes**. Experienced in **data analysis, dashboard creation, and machine learning** through internships and projects. Proven ability to deliver impactful insights and automated reporting solutions. Seeking a **Power BI Developer/Data Analyst** role to drive data-driven decisions.

Technical Skills

- **Programming Languages:** Python, SQL
- **Database Management:** MySQL, SQL Server
- **Tools & Platforms:** Power BI (DAX, Row-Level Security, Data Modeling), SSIS, Git, JIRA, MATLAB
- **Data Analysis & Visualization:** Tableau, Excel, Google Sheet, Power BI, Google Analytics 4 (GA4)
- **Techniques:** Data Cleaning, EDA, Regression, Classification, Forecasting, Machine Learning, AI

Education

Bachelor of Technology in Electronics and Communication Engineering

Maharaja Agrasen Institute of Technology, Guru Gobind Singh Indraprastha University | 07/2019 – 07/2023

CGPA: 8.8/10.0

Relevant Coursework: Data Science Foundations, Machine Learning, Data Visualization, Database Systems.

Experience

Machine Learning Intern | Indian Oil Corporation, New Delhi | 07/2022 – 08/2022

- Designed a computer vision system to automate cylinder serial number recognition, reducing errors by 40%.
- Created an interactive Power BI dashboard for monitoring production KPIs.
- Automated data pipelines using Python and SQL, improving reporting efficiency.

Front-End Developer Intern | Littra, Remote | 12/2021 – 02/2022

- Developed responsive web applications using React.js, HTML5, CSS3, and JavaScript.
- Improved user engagement by 30% and conversion rates by 20%.

IoT Intern | The Sparks Foundation, Remote | 07/2021 – 08/2021

- Built a real-time color recognition system using Raspberry Pi and OpenCV, boosting accuracy by 50%.

Projects

Global Financial KPIs Dashboard (Simulated Project) [\[link\]](#)

- Designed and developed a Power BI dashboard for a simulated multinational banking client, visualizing financial KPIs across global regions.
- Created tabular models and implemented row-level security (RLS) to ensure secure, role-based data access.
- Applied advanced DAX calculations for dynamic metrics and automated data ingestion using Azure Data Factory and SSIS.

Sales Dashboard [\[link\]](#)

- Built an interactive Power BI dashboard to track and visualize sales KPIs and trends for enhanced decision-making.
- Improved reporting efficiency by 30% through automation of data refreshes and integration of external data sources.
- Created custom DAX measures and calculated columns to enable dynamic reporting and drill-downs.

Customer Churn Prediction (Simulated Project) [\[link\]](#)

- Developed a churn prediction model using Python (scikit-learn, XGBoost) and integrated it into a Power BI dashboard for a simulated telecom client.
- Applied row-level security to control data access and automated ETL processes with SSIS, streamlining data updates.
- Achieved 87% model accuracy, reducing churn by 15% through targeted customer retention strategies.

Taxi Tip Prediction Analysis [\[link\]](#)

- Analyzed 100K+ taxi ride records using Python (pandas, seaborn, matplotlib) to identify tipping behavior and trends.
- Delivered actionable insights for improving service strategies and customer engagement.
- Visualized data patterns and statistical trends for clear, data-driven storytelling.

Certifications

- Microsoft Power BI Data Analyst Associate (PL-300) – (In Progress, Expected: 09/2025)
- Google Advanced Data Analytics Capstone – Coursera (07/2024) [\[link\]](#)
- Accenture Data Analytics & Visualization Virtual Internship – Forage (07/2024) [\[link\]](#)
- PwC Switzerland Power BI Completion Certificate – Forage (05/2024) [\[link\]](#)