HARSHA A

Data Analyst

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Data Analyst proficient in SQL, Python, Excel, and Power BI, with expertise in data manipulation, statistical analysis, and visualization. Skilled in data collection, cleansing, and creating insightful reports that drive data-driven decisions. Experienced in Data Visualization, Reporting, Dashboarding, and Insight Analysis, with a proactive approach to solving complex problems and delivering actionable business insights

TECHNICAL SKILLS

• **Power BI Desktop**	• **SQL**	• **Python**	• **Tableau**
• **Power BI Service**	• **MySQL**	• **ETL**	• **Data Modelling**
• **Power Query**	• **SQL Server**	• **Pandas**	• **Data Cleaning**
• **DAX**	• **PostgreSQL**	• **Numpy**	• **Data Storytelling**
• **SQLAlchemy**	• **JMP**	• **R Programming**	

WORK EXPERIENCE

NEW STREET TECH

Associate Data Analyst   *Bengaluru, Karnataka*

- Spearheaded the integration of diverse data sources and developed robust **ETL** pipelines using **Python frameworks (pandas, SQLAlchemy)**, ensuring seamless data flow across systems.

- Designed and implemented a high-performance **Data warehouse**, improving data accessibility and query efficiency, resulting in a 30% reduction in business reporting cycles.

- Designed and deployed visually impactful **Power BI dashboards** using **DAX** and **Power Query**, identifying 10% revenue growth opportunities through data-driven insights and trend analysis.

- Created and optimized efficient **Data Modeling** in Power BI, improving **data relationships** and enhancing visualization accuracy for more informed decision-making.

- Transformed complex, large-scale data sets into **Data visualizations**, charts, and graphs, enabling better decision-making across teams.

- **Automated MIS and portfolio Power BI dashboard** reports, saving 15+ hours per week and empowering teams to focus on strategic initiatives.

- Authored and optimized complex **SQL** queries, including window functions, achieving 25% faster query performance in data-intensive applications.

- Leveraged **SQL queries** for comprehensive data extraction, calculations, and operations, enhancing overall data processing workflows.

SYNEVERSE
September 2022– December 2022
Data Analyst
Bengaluru, Karnataka

- Gathering, deciphering, and scrutinizing data concerning automation within the **automotive sector**
- Created an interactive dashboard leveraging **Power BI**
- Delivered tailored reports focusing on automation benchmarks and **industry trends**
- Enhanced **decision-making** processes through intuitive and interactive visual representation.

EDUCATION

MBA in Business Analytics - 8 CGPA
February 2021– November 2023
Ramaiah University of Applied Sciences
Bengaluru, Karnataka

B.com
July 2018– August 2021
Sri Aurabindo First Grade College
Bengaluru, Karnataka

CERTIFICATIONS

- **Power BI —** Skillup.
- **Python for Data Science** **—** provided by IBM Developer Skills Network,
- **R for Data Science —** provided by IBM Developer Skills Network
- **Data Analytics and Visualization Virtual Experience** — Forage provided by Accenture.
- **Data Analytics Consulting Virtual Internship —** Forage provided by KPMG,
- **Ask Questions to Make Data-Driven Decisions** — Coursera.

PROJECTS

"Study on" Discovering Karnataka: a visual journey through Bike tourism data

Applied Data Envelopment Analysis (DEA) to evaluate tourism efficiency, identifying Mangalore as the top-performing district. Conducted Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) to analyze key tourism variables, ensuring strong model fit indices

A Study on the Impact of Freebies and Welfare Schemes by Government of Karnataka|

Regression, Factor analysis, Correlation, Kaiser Meyer-Olkin (KMO)