

# Harsha Kanayalal Mangnani

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## EDUCATION

**Rutgers, The State University of New Jersey**, New Brunswick, NJ

**Master of Science (M.S.) in Data Analytics and Information Technology** - GPA: 3.87/4.00

May 2021

*Areas of Interest:* Pricing Strategy, Time Series, NLP, Supply Chain, Blockchain

**Awards:** Johnson & Johnson Hackathon (1<sup>st</sup> place), HackHer's Verizon Competition (Runner's Up)

**University of Mumbai**, Mumbai, India - GPA: 7.85/10.00

**Bachelor of Engineering (B.E.) in Information Technology**

May 2019

## RELEVANT EXPERIENCE

**Product Pricing Analyst – Cannondale**, Remote, NJ

Sept. 2020 – Jan 2021

- Managed portfolio of 40+ products and performed customer segmentation, calculated MRR from various B2B customer groups, analyzed their purchasing habits and found patterns of using Python and Excel.
- Improved Data Ingestion process costs by 15% using RPA bots in UiPath for automation of web scraping from competitors' website into a SQL database on RDS. Elicited and documented requirements to manage orders that fall out of automation.
- Documented functional requirements, database rules and UI design utilizing various techniques including use cases, flow diagrams, swim lane diagrams, epic stories, and gap analysis.
- Implemented Machine Learning to predict prices and support New Product Development. Developed a web application in RShiny and Flexdashboard to assist with targeted pricing strategies.
- Created interactive dashboards for sales performance tracking using critical Competitive Pricing Analysis KPIs using Tableau.

**Data Science Engineer Intern – Digital Novelty**, Remote, NJ

June 2020 – Sept. 2020

- Saved cloud resources by 32% and reduced data retrieval time by 40% by updating the ETL process using PostgreSQL stored procedures for transactions of various Dapps.
- Performed multivariate time-series forecasting to forecast activities and volumes of various Blockchain platforms.
- Interacted with GitHub API for data collection and implemented multi-classification which acted as a Tag labeler for issues.
- Developed a prototype of windows application for Resource Management System using C# and MySQL.

**Instructor – Database Mgmt. Systems, Data Visualization and Decision Making- Rutgers University**

Jan 2020 - Present

- Conduct in-person and virtual recitation lectures (SQL, RDBMS),(Tableau),(Advanced Excel, HTML/CSS, JavaScript) for 75 students, develop course curriculum, prepare, and grade assignments, and address queries during office & lab support hours.
- Grader - Numerical Analysis and Computing, Big Data Analytics

**Data Science Intern – Reliance Jio Infocomm Limited**, Mumbai, India

April 2019 – July 2019

- Created a model for automatic customer complaints tickets classification for the helpdesk solution. Saved man-hours by 60%.
- Reduced number of complaints by 28% by developing a chatbot using Dialogflow with 45 intents for Self Service Support.
- Utilized GoogleAI's Speech-to-Text service and analyzed phone conversations to identify most common complaint types for functional requirements. Reduced median response time from 4 hours to 25 mins. Helped evaluate training period courses.

**Analytics Intern – OYO Hotels & Homes**, Mumbai, India

June 2018 – Aug. 2018

- Carried out sentiment analysis on reviews of hotels in clusters and identified attributes of high performing hotels using Python.
- Aided in the development of recommendation system for partner hotels. The recommended policies were accepted and boosted hotel bookings by 35% over a week.
- Developed interactive dashboard to track KPIs over time of hotels in preferred cluster using Tableau.

## PROJECTS

[More Projects Here](#)

**Last-Mile Delivery Optimization – Leaf Logistics Inc.**

- Created Integer Programming (IP) model using PuLP with Python to optimize truck route selection and maximize margins.
- Performed sensitivity analysis & adjusted constraints accounting for client requirements to assist in closing a \$66M contract.

**Marketing Analysis – City of New Brunswick, New Jersey**

- Devised and implemented A/B test for the METER donation program to collect funds through the city's website using cookie-based diversion. Utilized VWO formulate the test, R to conduct statistical analysis and DOMO for visualization.

**Crude Oil Price Forecast (WTI) – Quandl API**

- Interacted with Quandl API and collected data for demand, supply, balances and financial markets. Created recipes for preprocessing the data and used ARIMA (with different lags and dependencies) to forecast prices of Crude Oil using R.

**Recommendation System – Sephora**

- Extracted ingredient list for 1500 cosmetics using word embeddings and performed implemented t-SNE Machine Learning algorithm for ingredient similarity. Used Bokeh in Python to create a dashboard for customized recommendations.

## LEADERSHIP

**President - The Green Army of Mumbai** | **Drive Head - Share A Book Association India** | **Core Team Member – Women Who Code**

## TECHNICAL SKILLS

**Programming:** Python, R, SQL, VBA, MATLAB, C++, Go, JavaScript, Java | **Databases:** MySQL, Redshift, Teradata, Hive, HBase, Neo4j, MongoDB  
**Tools:** Tableau [\[Profile\]](#), Power BI, Docker, Git, Advanced Excel, Alteryx, Qlik Sense, Hadoop, Spark, UiPath, VWO, DOMO, SSIS, SSRS, SAS, SAP  
**Skills:** Business Requirements, Critical Thinking, Workflow Analysis, Materials Management, Database Design, Storytelling, Blockchain  
**Certifications:** AWS Data Analytics Fundamentals | Building Batch Data Pipelines on GCP | Tableau Data Analyst | Tableau Developer | Data Wrangling, Analysis and A/B Testing with SQL | Statistical Thinking for Problem Solving with SAS | Blockchain Enterprise Strategy | UiPath RPA Business Analyst | Improving Deep Neural Networks, Hyperparameter Tuning, Regularization and Optimization | Tableau Desktop Specialist (In Progress)