

Harsha Vardhan Thatraju

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github.com/HarshaVardhan171?tab=repositories

Aspiring Data Analyst seeking analyst position, skilled in collecting, transforming, and analyzing complex data to deliver actionable insights that drive business value at the company. Expertise in Python, SQL, and data visualization along with market research experience enables translating business challenges into data-driven solutions.

SKILLS

- *Data Analysis:** Statistical Analysis, Trend Analysis, Regression Analysis, Data Visualization, Data Modeling, Hypothesis Testing
- *Programming:** Python (Pandas, NumPy), SQL (Complex Queries, Data Management)
- *Data Visualization:** Power BI, Tableau
- *Data Management:** Data Transformation, Data Integration, Data Quality, ETL Processes
- *Business Intelligence:** Reporting, Analytics, KPI Development, Performance Management
- *Tools & Platforms:** MS Excel, MS PowerPoint, Factiva, Bloomberg, Statista
- *Soft Skills:** Data Interpretation, Effective Communication, Collaboration, Problem-Solving, Presentation Skills, Client Communication

WORK EXPERIENCE

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| Market Research Associate
Mordor Intelligence | Mar 2022 - Dec 2023
Hyderabad, Telangana |
| <ul style="list-style-type: none">Delivered 150+ in-depth research reports by collecting, cleaning, and analyzing large datasets to extract key market trends, enabling data-driven client decisions across industries.Improved reporting accuracy by 20% and reduced turnaround time by 40% through process optimization, automated templates, and analytical storytelling.Collaborated with cross-functional teams and clients to translate raw data into actionable insights using Excel, survey data, and visualization tools, boosting client retention by 30%. | |

PROJECTS

- Bellabeat Wellness Product Usage Case Study**
Analyzed 8 Fitbit datasets (daily/hourly) using Excel, MySQL, Tableau, and Python to uncover user activity, sleep, and calorie trends for Bellabeat's smart device strategy. Performed advanced data wrangling, time-based aggregation, and KPI generation; built interactive dashboards and correlation analyses (e.g., Steps vs Calories, Sleep Efficiency). Delivered actionable insights to optimize engagement, showcasing end-to-end data analytics workflow across tools and enhancing decision-making with compelling visualizations.
- Cyclicistic Bike-Share User Behavior Analysis**
(Python, Power BI, Excel, SQL, Pandas, Seaborn)
Performed in-depth analysis on 700k+ bike ride records to uncover behavioral differences between casual users and annual members. Executed advanced data cleaning and transformation using Python (Pandas), built KPI dashboards in Power BI, and delivered actionable insights that supported marketing strategies aimed at increasing annual subscriptions.
- Personalized Interactive Finance Dashboard**
Built an interactive Excel dashboard that streamlined monthly financial tracking and reporting, reducing manual budgeting time by 60% and enabling accurate categorization of 100% of transactions across multiple accounts. Automated transaction categorization, integrated multiple visualizations (line, doughnut, waterfall, treemap) for interactive analysis. Provided actionable insights into spending habits, discretionary vs. essential expenses, and net savings trends, leading to a 15% increase in monthly savings through better-informed decisions. The dashboard supports real-time refresh and filtering by category or date, making it reusable for continuous personal financial planning.

AWARDS





- Quality Star Award**
Recognized for consistently delivering research outputs with 98% accuracy and exceeding quarterly performance targets by 15%.

EDUCATION

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| B.Tech in Mechanical Engineering
MVGR College of Engineering (A) | Jul 2018 - Jun 2022
GPA: 9.34/10 |
| <ul style="list-style-type: none">Certified in various tools and technologies including AutoCAD, CATIA, and ANSYS.Led annual collegiate events, demonstrating leadership and organizational skills.Selected as a Campus Ambassador for an IIT Delhi internship program. | |
| Intermediate (MPC Course)
Ascent Junior College | Jun 2016 - May 2018
GPA: Marks: 983/1000 |
| <ul style="list-style-type: none">Awarded for achieving the highest IPE first-year marks in MPC and received my first INR 1500 cheque at my college's annual awards ceremony.Recognized by ABVP for exceptional performance in IPE first-year MPC, ranking among top performers in Visakhapatnam district colleges. | |
| SSC (X)
Gurajada School | Jun 2015 - Apr 2016
GPA: 10/10 |

- Secured 1st prize in a district-level quiz by Youth Foundation for Society.
- Awarded runner-up in a district-level puzzle-solving event at JNTUK University.
- Won 3rd prize in a Sub Juniors Folk Dance competition by Rotary Club Vizianagaram.
- Recognized as Man of the Tournament in school cricket championship.

CERTIFICATIONS

Google Data Analytics Professional Certificate  by Google	Apr 2025
Certificate of Excellence (Python Course Completion, SQL Course Completion)  by Programming Hub	Feb 2025
Programming for Everybody (Getting Started with Python)  by University of Michigan (through Coursera)	May 2020
AI For Everyone  by DeepLearning.AI	May 2020

LANGUAGES

Telugu (Native proficiency) • English (Professional working proficiency)