

# Harsh Vijay Jha

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Pune, Maharashtra, India

## SUMMARY

Motivated and detail-oriented **Data & Business Analyst** with hands-on experience in **Exploratory Data Analysis (EDA)**, **dashboard creation**, and **stakeholder reporting**. Proficient in **Python, SQL, and Power BI**, with a solid foundation in **statistical methods** and **business research**. Passionate about leveraging **data insights** to solve business challenges and support **strategic decisions-making**. Eager to contribute analytical expertise and business acumen to drive **data-backed growth** and innovation in a dynamic organization.

## SKILLS

- **Programming Languages:** Python, SQL
- **Data Visualization & BI:** Power BI, Microsoft Excel
- **Data Analysis:** EDA, Data Cleaning, Statistical Modeling, Business Intelligence (BI)
- **Libraries:** Pandas, NumPy, Seaborn, Matplotlib
- **Soft Skills:** Team Collaboration, Stakeholder Communication, Problem Solving
- **Business Skills:** Requirement Gathering, Report Writing, Marketing Research

## PROJECTS

### 1. Retail Sales Forecasting & Inventory Optimization

**Tools:** Python, Power BI

- Built a complete **analytics pipeline** for 73K+ retail records including **data cleaning, validation, and EDA**.
- Designed **ABC-XYZ inventory classification** with **Safety Stock, Reorder Point (ROP), and SKU-level risk analysis**.
- Performed **price elasticity** and **competitor impact analysis** to support **strategic pricing** decisions.
- Evaluated **ARIMA, Prophet, and XGBoost forecasting models** and documented performance outcomes.
- Developed a **multi-page Power BI dashboard** using a **star-schema model** for Sales, Inventory, Pricing, and Recommendations.

### 2. Customer Churn Analysis – SQL, ML to Power BI

**Tools:** SQL Server, Python (Scikit-Learn), Power BI

- Cleaned and transformed telecom churn data using **SQL scripts for null handling, validation, and feature extraction**.
- Built predictive churn models (**Logistic Regression, Random Forest**) and **evaluated accuracy, recall, and confusion matrix**.
- Identified **churn drivers** such as contract type, tenure, and service usage patterns.
- Integrated **machine learning output** into Power BI and developed an **interactive dashboard for churn segments** and revenue insights.

### 3. Blinkit Sales Data Analysis & Dashboard

**Tools:** Python, Power BI

- Conducted comprehensive **EDA** to identify **top-performing product categories, customer purchase frequency, and sales distribution patterns**.
- Analyzed **delivery duration, order clusters, and region-wise performance** to uncover operational bottlenecks.
- Cleaned and transformed raw data using **Pandas**, ensuring accuracy in KPIs and visual insights.
- Built **DAX measures** for Total Sales, Average Order Value, Customer Count, and **Category-Wise Contribution**.
- Designed interactive **Power BI visuals** including bar charts, donut charts, matrix tables, and slicers for dynamic insights.
- Implemented best practices in **star-schema modeling** to improve dashboard performance and cross-filter accuracy.
- Identified patterns such as weekday vs weekend demand shifts and high-demand product segments.

## EDUCATION

### B.Tech in Information Technology and Data Science

Ajeenkyा DY Patil University, Pune

Graduation: 2026 | Current CGPA: 7.79/10

## CERTIFICATIONS

- **Oracle Cloud Infrastructure** 2025 Certified Data Science Professional
- **Business Analysis Certification** – Microsoft & LinkedIn Learning (2024)
- **Marketing Research Fundamentals** – VMEdu Inc. (2023)
- Google Developer Student Clubs (**GDSC**) – Google Developer Experts (2023)

