HARSH KUMAR

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 https://github.com/Harshkumar004/
 https://harshkumarportfolio.vercel.app/

SUMMARY

Analytical and detail-oriented Business Analyst with hands-on experience in data visualization, business reporting, and digital strategy. Proficient in SQL, Power BI, Tableau, and Advanced Excel, with the ability to turn complex datasets into clear, actionable insights. Currently advancing expertise through an MBA in Data Analytics at Amity University. Known for blending creativity with data-driven decision-making to design solutions that improve performance, optimize campaigns, and drive measurable business outcomes.

TECHNICAL SKILLS

Data Analytics & BI: SQL Server, Power BI, Tableau, Excel (Advanced), Google Analytics
Web & Marketing Tools: WordPress, SEO, SEM, Digital Marketing
Programming & Web: HTML, CSS

EDUCATION

MBA in Data Analytics — Pursuing	
Amity University	**Noida**
Bachelor of Commerce (B.Com) — Completed	**2025**
Chaudhary Charan Singh University	**Meerut**

CERTIFECATES

Smart Professional-Data Analytics	**Aptech Learning**
Advanced excel	**Aptech Learning**

EXPERIENCE

Jahanvi Advertising and Marketing Meerut, Uttar Pradesh
Role: Marketing & Operations Assistant

- Managed and organised client data using Microsoft Excel for campaign tracking and performance analysis.
- Assisted in basic graphic design tasks for social media posts, promotional materials, and client presentations.
- Communicated directly with clients via email and phone to understand requirements, share updates, and resolve queries.
- Coordinated with internal teams to ensure timely delivery of marketing assets and maintain client satisfaction.
- Supported day-to-day operations including documentation, reporting, and follow-ups.

PROJECTS

2024 Election Dashboard - Power BI
Created an interactive Power BI dashboard to visualize real-time election results, analyze voter demographics, and provide insights into regional voting patterns and campaign performance. Demonstrated data analytics skills by converting complex data into actionable insights.

Tableau Dashboard – Demographic & Weather Analysis
Developed a Tableau dashboard to visualize relationships between marital status, education, state-wise trends, and weather patterns by sector. Showcased the ability to simplify complex data for actionable insights.

Excel Sales Analysis
Created an Excel dashboard analyzing age vs. gender, order status, sales by men vs. women, and top 10 state-wise sales. The project included dynamic charts and pivot tables to provide clear insights into sales trends and order status performance.