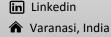
Harshit Kumar

Data Analyst

+91 8858625805

☐ theharshitkr@gmail.com



Summary

Experienced Data Analyst with over 6 years in automating dashboards, optimizing MIS reporting, and driving business insights using **Power BI, SQL, Excel, and Python**. Proven expertise in sales forecasting, KPI tracking, and data-driven decision-making across Fintech, EdTech, IT software, and construction sectors. Adept at enhancing operational efficiency and accuracy through data analysis and CRM tools.

Professional Experience

Jr. Manager- Data Analyst Paytm (One97 Communications Pvt Ltd), Noida.

Feb-2023 to May-2024

- Developed and automated Power BI, Looker dashboards that improved decision-making speed and efficiency across Business Strategy, Analytics, Operations, and Sales Teams.
- Designed complex SQL queries for real-time data analysis, enhancing accuracy of financial forecasts and strategic insights.
- Implemented and maintained KPI tracking systems, streamlining performance monitoring and automated reporting processes, reducing manual effort by 50%.
- Conducted sales forecasting and churn analysis, providing actionable insights that drove business strategies and increased customer retention by 15%.
- Prepared and streamlined MIS reporting using Excel and automated processes with Python, reducing manual effort by 40% and enhancing reporting accuracy.
- Performed statistical analysis, A/B testing, and ETL processes to refine marketing strategies and boost user engagement.
- Performed cohort & waterfall analyses to better understand user behavior, marketing campaigns & resource allocation.
- Utilized CRM tools to enhance customer management and operational efficiency.

Data Analyst K12 Innovations Pvt Ltd, Gurgaon.

Nov-2021 to Aug-2022

- Designed a data analytics platform that enhanced visibility into student/teacher performance and supply chain management, supporting a 15% improvement in educational program outcomes.
- Prepared MIS reports and Tableau dashboards to monitor educational metrics, significantly enhancing program performance management and decision-making
- Conducted sales forecasting & churn analysis, optimizing educational strategies & increasing program effectiveness by 12%.
- Applied cohort & waterfall analyses to evaluate edtech programs, leading to a 10% improvement in program success rates.
- Improved data integration and quality control, reducing errors by 35% and enhancing accuracy.
- Leveraged CRM tools for efficient management of student and program data.

Data Analyst

Sept-2020 to Nov-2021

Moomark Pvt Ltd, Bengaluru.

- Developed IoT data analysis solutions that increased operational efficiency in dairy production by 20% through innovative data analysis techniques.
- Created real-time Looker & Google Sheet dashboards for actionable insights into key metrics.
- Implemented KPI tracking and automated reporting systems, enhancing performance monitoring efficiency by 25%.
- Conducted sales forecasting & churn analysis to support procurement & inventory, improving accuracy by 15%.
- Executed waterfall analysis to gain insights and optimize resource allocation.
- Oversaw data verification and cleaning processes while onboarding farmers and clients, ensuring accurate and reliable data for business operations.

Data Management Executive Arvind Techno Engineers Pvt Ltd, New Delhi.

Aug-2017 to Aug-2020

- Developed data reporting systems for construction projects, improving tracking and decision-making.
- Streamlined data integration across Admin, Store, Accounts, and Operations, boosting efficiency by 15%.
- Created dashboards that enhanced project delivery times and cost management by 20%.
- Prepared and published MIS reports for accurate, timely project management and operational decisions.
- Utilized Excel/Google Sheets for effective data management and reporting.

Technical Skill

- Programming Language: SQL, Python
- Database Management: MySQL, PostgreSQL, Starburst.
- Data Analysis & Visualization: Power BI, Looker/Data Studio, Tableau.
- Spreadsheet: MS Excel, Google Sheets
- CRM Tool: Salesforce, Zendesk
- Project Management: Jira, Asana

Education

- Bachelor of Science: Information Technology 2014-2017
 HNB Garhwal University, Srinagar, UK
- 12TH: Commerce 2014 HS Academy, Varanasi, UP
- 10TH All Subject 2012
 St Joseph School, Varanasi, UP

Awards & Achievements

- > "EDC Retail Champion" in Sept 2023 at Paytm.
- > "Star of the Quarter" for Dec 2021 to Mar 2022 at MooMark.
- ➤ Held "2nd Rank IT Quiz Champion 2016" at BFIT College.

Certification

Data Analysis: MS Excel, SQL

Data Visualization: Data Studio, Power BI, Tableau

Declaration

I hereby declare that the above particulars are true to the best of my knowledge and belief.

(Harshit Kumar)