Harshit Kumar
Data Analyst

☐ +91 8858625805
✉ theharshitkr@gmail.com

[in] Linkedin
🏠 Varanasi, India

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   Feb-2023 to May-2024
Paytm (One97 Communications Pvt Ltd), Noida.

- 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   Nov-2021 to Aug-2022
K12 Innovations Pvt Ltd, Gurgaon.

- 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   Aug-2017 to Aug-2020
Arvind Techno Engineers Pvt Ltd, New Delhi.

- 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)