

HARSH VERMA

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About

I am a **Data Analyst** experienced in extracting insights, evaluating performance metrics, and identifying trends to support decision-making. Skilled in process analysis, root-cause identification, and translating analytical findings into actionable business recommendations.

Education

Dr. APJ Abdul Kalam Technical University

Bachelor of Technology in Information Technology (CGPA - 7.0)

November 2022 - July 2026

Ghaziabad, Uttar Pradesh

Experience

App Developer Intern | ApexPlanet Software Pvt Ltd | Remote

Jul 2025 - Aug 2025

- Developed an Android application and analyzed user behavior and performance metrics to improve workflow efficiency and usability.

Frontend Developer Intern | CodSoft | Remote

Apr 2024 - May 2024

- Created responsive web interfaces and leveraged interaction insights to enhance engagement and design efficiency.

Projects

Motorola - Mobile Sales Analysis Dashboard | MS Excel, Power BI, SQL | [Github](#)

Oct 2024

- Built a BI dashboard using DAX + data modeling to analyze revenue, profit, and units sold.
- Derived brand, regional, and yearly sales insights to support strategic planning.

Ford Finance – Credit Card Transaction Dashboard | MS Excel, Power BI, SQL | [Github](#)

Nov 2024

- Designed a BI dashboard with KPIs, DAX, and modeling for revenue, interest, and 650K+ transactions.
- Generated spend-trend metrics, segment performance insights, and financial cost drivers.

Telco Customer - Churn Analysis | Pandas, Numpy, Matplotlib, Seaborn | [Github](#)

Feb 2025

- Identified high-risk churn segments across contract types, payment modes, tenure, and demographics.
- Mapped key churn drivers (42% short-term contracts, 45% e-check users) for retention strategies.

AI Tech Giants – Financial Market Analysis | Pandas, Numpy, Matplotlib, Seaborn | [Github](#)

Aug 2025

- Analyzed AI-sector financial data to assess R&D spend, revenue movement, and stock impact.
- Detected market-shift patterns and investment–performance relationships for financial decisions.

Technical Skills

Analytics & Methods: Exploratory Data Analysis (EDA), Data Cleaning, Analytical Data Modeling, Data Visualization, Data Analysis Expressions (DAX), KPI Tracking, Statistical Analysis

Languages: SQL, Python (Pandas, NumPy, Matplotlib, Seaborn, SciPy, scikit-learn)

Data Tools: Power BI, MS Excel, PostgreSQL/MySQL, Jira, Confluence, GitHub

Process Knowledge: Agile/Scrum, Software Development Life Cycle (SDLC)

Coursework: Probability & Statistics, Database Management System (DBMS)

Certifications

- Infosys Springboard – Data Science with Python
- Infosys Springboard – Python Programming - 04
- Project Management Fundamentals By IBM
- IT Customer Support Basics by Cisco Networking Academy
- Walmart USA – Advanced Software Engineering Job Simulation