

Contact

www.linkedin.com/in/harshitsharma94 (LinkedIn)

Top Skills

Research
Data Analysis
Teamwork

Languages

Hindi (Native or Bilingual)
French (Elementary)
German (Elementary)

Publications

Electromagnetic Torquing In Seeker
Head Gyroscopes

Harshit Sharma

Data Scientist at Tiger Analytics
Chennai

Summary

Solving real problems using probabilistic AI and ML algorithms, with exposure to Insurance, Consumer Retail, Automotive and Pharma sectors. Graduated in Mechanical Engineering and Biological Sciences from BITS Pilani.

Experience

Tiger Analytics

3 years 2 months

Data Scientist

July 2020 - Present (2 months)

Senior Analyst

July 2018 - July 2020 (2 years 1 month)

Chennai Area, India

- Worked with Insurance, Media and Consumer Retail clients to solve New Customer Acquisition, Item Advertisement Attribution, and Customer and Product Segmentation.

- Interpretable propensity modeling frameworks using a combination of tree-based (GBM, XGBoost) and regression (ELNet and Backward logistic) algorithms in python and R

- Identify the customers most likely to go through the marketing funnel,
- Saving the client thousands of dollars in ad spend

- Developed a customer segmentation framework and conducted several segmentation studies using partitioning, hierarchical and graph-based clustering methods, combined with apriori mining for forming market baskets

- Developed personas to assist targeted marketing campaigns

- Understand consumer behavior and television consumption habits to stem the loss in viewership

- Segmented programs on TVR and viewership metrics to suggest the feasibility of a niche product offering

- Built an attribution model to understand the incremental impact of advertising an item and help finetune it in order to increase customer footfall.

Analyst

July 2017 - July 2018 (1 year 1 month)

Chennai Area, India

Center for Artificial Intelligence & Robotics (DRDO)

Research Intern

July 2016 - December 2016 (6 months)

Bengaluru Area, India

Research Intern, Intelligent Systems Research Division

- Localization of unmanned autonomous vehicles (UAV) on user input maps using Monte Carlo Localization - developed C++ algorithm based on existing libraries and compatible with popular SLAM algorithms implemented in ROS
- Also studied Frontier Exploration and Path Planning algorithms for efficiently covering an area using a single or multiple robots using ROS libraries and C++ as part of a team working towards Search & Rescue Operations using UAVs

Volkswagen India

Manufacturing Intern

May 2015 - July 2015 (3 months)

- Intern at Production (Bodyshop).
- Project: Quality assessment and Improvement for Stud welding in FLM and Heat Shield Area for Vento, Polo and Skoda Rapid
- Suggested various improvements involving installation of poka-yoke systems in welding fixtures to improve quality
- Also responsible for introducing workers to new technologies and productivity tools and increasing computer literacy

VerGo Pharma Research Laboratories Pvt. Ltd.

Research Intern

May 2014 - July 2014 (3 months)

Goa

- Project : Detailed study and optimization of Dissolution Test and HPLC utilization
- Carried out various tests and experiments as a part of QC, ADL and Formulation Development
- Learnt about intellectual property and process patenting w.r.t. drug development

JCB

Purchasing Intern

June 2013 - July 2013 (2 months)

Pune

- Learnt operation of SAP, PLM in the context of supply chain management
- Reviewed the quarterly Share Of Business performance policy and projected the SOB policy for the next quarter as per forecasts in collaboration with suppliers and buyer

Education

BITS Pilani

Master's Degree, Biology/Biological Sciences, General · (2012 - 2017)

Birla Institute of Technology and Science, Pilani

Bachelor's Degree, Mechanical Engineering · (2012 - 2017)

Delhi Public School Pune

High School · (2006 - 2012)