

Harshiel B Shah

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EDUCATION

UNIVERSITY OF MARYLAND, COLLEGE PARK *Expected Date of Graduation December 2022*

MPS. Data Science and Analytics - **GPA: 4.0** - GRE: 331 (170Q 161V 4.0AWA)

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI, RAJASTHAN, INDIA

M. Sc. Chemistry and B.E. Mechanical (Dual Degree) - Average CGPA of **7.55** for 10 semesters

Technical Skills: Python, MS Excel, Fusion 360, SQL and MATLAB

Subjects/Electives: Principles of Data Science, Machine Learning, Engineering Optimization, Product Planning and Control, Financial Management, Big Data Systems* and Natural Language Processing*

*Taken in Spring 2022

INTERSHIPS

Account Management and Analysis for ANZ Region - INMOBI *January - June 2021*

- Acted as the **liaison for the Performance Pod** of the business for both clients as well as the internal team and worked on **100+ briefs and proposals for 50+ clients**
- Strategised, managed and delivered **20+ Ad campaigns** resulting in **3x growth in revenue** in Q2 as compared to last year and **highest revenue and profits** in the past 10 quarters
- Identified key performing areas, generated leads in terms of strategic business partnerships and drafted a process for price estimation and campaign delivery

Polymer Analysis For The Cleaning Robot - MAHINDRA SUSTEN *May - July 2018*

- Conducted and collaborated a study on the **global industry standards**, and determined the **selection criteria** for polymers and related mechanisms
- Crafted a **scoring system** based on **6 parameters** to help **study, compare and select** a polymer to be used in a cleaning robot
- Recommended a solution based on **quantitative analysis**, which was immediately implemented

PROJECTS

MOVIE RECOMMENDATION SYSTEM *September - December 2021*

- Collated and cleaned data of **18000+ users**, **20000+ movies** and used **15+ features**
- Built a recommendation system using **K-means Clustering** and **Collaborative Filtering**
- Validated the quality of the recommendations using **PCA**, Google and User Data as it comes under unsupervised learning

CAR PRICE PREDICTION MODEL *October - December 2021*

- Built a **linear regression** model from scratch on **MATLAB** to predict car prices
- Scaled and Normalized **200 data points** with **10 features** each
- Employed **gradient descent** method to identify the most optimum weight vector

STRATEGY AND FINANCIAL ANALYSIS OF AUTOMOTIVE INDUSTRY - BUSINESS ANALYSIS AND VALUATION *May - July 2019*

- Chalked out **Porter's Five Forces** Analysis, **SPACE Analysis**, **BCG Matrix**, based on 3 companies, 15+ products and various strategies
- Performed **Beta Estimation** on the past 10-year stock index and financial reports, using **regression analysis** of the companies and industry

- Determined the **optimum capital structure** for Maruti Suzuki, Tata Motors and Bajaj Auto by analyzing financial reports and credit rating

APPLICATION OF MACHINE LEARNING IN ADDITIVE MANUFACTURING - MECHANICAL ENGINEERING *January - April 2020*

- Simulated and plotted the temperature profiles with reference to time using **MATLAB** based on the **empirically determined formula**
- Formulated a model using **machine learning techniques** in order to **boost the efficiency** of power consumption during welding

DESIGN OF ONION SUPPLY CHAIN IN INDIA: ISSUES, CHALLENGES AND STRATEGY - SUPPLY CHAIN THESIS *August - December 2020*

- Performed an in-depth analysis of the **onion supply chain** in India, in terms of **cycle and push-pull view**, and defined a supply chain strategy
- Evaluated the supply, demand, price spread, risk, wastage and their quantification
- Cornered out the **bottlenecks and other disadvantages** while suggesting **plausible solutions** to solve and improve the same

Positions of Responsibility

PRESIDENT - BITS MODEL UNITED NATIONS SOCIETY

April 2018 - April 2019

- Orchestrated the 11th Edition of **India's oldest MUN** Conference with attendees from **30+ colleges**, and led a **25 member team**
- Strategically conducted the event alongside the Literature Festival, **an unprecedented move**, leading to a reduction of operational costs by **30%**
- Revamped society structure by adding aspects, such as, **blogs, presentations and simulations** to increase learning and overall experience

TREASURER - GURJARI CULTURAL ASSOCIATION

April 2018 - April 2019

- Was a part of a **7 member executive team**, which organized and managed year-round cultural events, with a footfall of **1500+** participants
- Devised new revenue generation avenues, increasing the revenue by **10%** and clocking the **highest net revenue** in an academic year
- Optimized event expenditures, thus **reducing it by 24%** and leading to an increase in overall **YoY profit by 17.6%**

USG - OUTREACH - BITS MODEL UNITED NATIONS SOCIETY

April 2017 - April 2018

- Led a **team of 15 members**, and managed the outreach of the **10th Edition** of India's oldest MUN Conference with attendees from **25+ universities**
- Enhanced **online presence by 150%** and participation in the event by **60%**, by formulating a new social media outreach plan

Extra Curricular Activities

- Organized a one-of-a-kind **student-run literature festival**, and conducted events, book signings and talks by various people, such as, **Arun Shourie and Stephen P Morse**
- **1 out of 75** to be awarded a Minor in Finance
- Orchestrated a **Guinness World Record** attempt with over **3000** participants and a team of **30** members
- Have been an active participant in **Cricket, Chess and Squash**, and have won various inter-hostel competitions
- Conferred with awards for the **Best Dancer** on several occasions for Garba with over **15** performances in **8 venues**
- Professionally trained in **drawing and keyboard** for **3 years** each, with performances and showcases at over 10 events. Active participant in on-campus marathon training, and took part in the Jaipur Marathon 2020