Harshima Singla

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PROFESSIONAL SUMMARY

Result-driven professional with 4+ years of experience in data analytics, reporting, and process optimization across aviation operations. Proficient in Power BI, SQL, Python, and ETL processes, delivering actionable insights through interactive dashboards and data integration. Proven expertise in streamlining operational workflows, reducing manual effort by 20%, and improving decision-making efficiency.

EXPERIENCE

Analyst – Hub Analytics and Schedule Planning: United Airlines   **Sep 2023 – Present**

- Analysed the decline in widebody fleet performance through RCA, identifying inefficiencies in the gate-checked bags check-in process. Proposed a 3.2-pt performance improvement, with 1.5 pts recoverable by addressing short delays.
- Developed a Power BI-based report for the VP of Air Ops, consolidating 50+ manual emails, reducing daily effort by 2 hours, now used by 10+ management teams
- Created a Power BI dashboard and tracked IRROPS KPIs, replacing a recurring presentation format, saving 10 hours weekly, now used by 3+ teams for operational insights

Analyst – NOC Performance and Analytics: United Airlines   **Apr 2022 – Aug 2023**

- Overhauled a daily operational performance report for the executive team, including the CEO of United Airlines, simplifying insights for strategic decisions and saving 700+ hours annually
- Designed KPIs and engineered ETL pipelines for ATC data, integrating sources, reducing data processing time by 50%
- Conducted SQL-based data mining from operational databases, and identified trends in flight delays and irregular operations, reducing average delay time
- Conducted hotwash analyses for IRROPS days, measuring operational impact and enabling stations to develop SOPs for improved response efficiency.

Associate Data Analyst – Airport Ops Optimization and Perf: United Airlines   **Sep 2020 – Mar 2022**

- Streamlined weekly presentation, saving 1,200+ hours annually and improving reporting efficiency for management
- Created an Excel-based tool and calculated MBR goals with variable factors, allowing senior management, to evaluate scenarios and determine feasible targets, boosting strategic planning by 25%
- Revamped a Live Operational Performance dashboard for ground staff, enabling real-time monitoring and supporting manual analysis, adopted by 8+ Ops teams for better decision-making
- Collaborated with the flight planning team and automated regular reports using Node.js, providing stakeholders with alternative routing options, saving ~$20 million annually
- Designed a dashboard integrating web-sourced meteorological data with 72-hour forecasts using Node.js, offering actionable intelligence on low visibility scenarios, impacting 500+ flights weekly

SKILLS

- MS Excel
- SQL
- Python
- Power BI
- Git
- Data Cleaning
- Data Visualization
- Trend Analysis
- Custom Report Generation
- Automation Scripts
- Data Integration
- Interactive Dashboards
- Descriptive Analytics
- Tibco Spotfire
- ETL Processes
- Data Modeling
- KPI Tracking
- Process Optimization

POSITION OF RESPONSIBILITIES

- Vice Chairperson, IEEE   **Aug 2019 – May 2020**

EDUCATION

Punjab Engineering College   **Aug 2016 – May 2020**

Bachelor of Technology, Computer Science and Engineering, CGPA: 8.6

ACHIEVEMENTS

- Nominated for the Analyst of the Quarter by the management team for exemplary performance   **Aug 2021**
- Awarded the Certificate of Excellence for exceptional management and coordination skills   **Mar 2020**

EXTRA-CURRICULAR ACTIVITIES

- Core member of the Power BI Excellence group, leading training and onboarding peers
- Co-founded and led IEEE Data Analytics interest group, mentoring and guiding 50+ students