ABHISHEK GANGADHAR HARIHAR

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Results-driven Data & Business Analyst with 3+ years of consulting experience. Proven expertise in SQL, Python, Power BI, Tableau, and Excel to derive actionable insights and optimize data-driven decisions. Skilled in web analytics (GA4), marketing analytics, and healthcare data reporting, with a strong foundation in database management, risk score modeling, and stakeholder communication. Adept at working in cross-functional teams and delivering high-impact dashboards, reports, and automation solutions across retail, healthcare, and tech industries.

EDUCATION

UNIVERSITY AT BUFFALO | *Master of Science, Business Analytics (STEM)* | *GPA: 3.83/4.0* — Aug 2024 - Jun 2025
Relevant courses: DBMS, Data Visualization, Web analytics, Predictive analytics, Operations research, Market research, Consumer behavior
VISVESVARAYA TECHNOLOGICAL UNIVERSITY | *Bachelor of Engineering, Mechanical Engineering* | *GPA: 3.47/4.0* — Aug 2017 - Jun 2021

SKILLS

Programming & Statistical Tools: SQL, Python (Machine Learning), R, Statistical Modeling, SPSS

Databases and Warehouse: Snowflake, PostgreSQL, Google Big Query, MySQL, Amazon Redshift, Databricks, Dbeaver

Data Visualization & Analytics: Tableau, Google Analytics, Excel, Python (Seaborn, Matplotlib), Power BI, Looker, MicroStrategy

Cloud Computing: AWS (RedShift, S3, Lake), Microsoft Azure (Blob, ADLS, ADF), GCP (Big Query, Big Lake)

EXPERIENCE

Graduate Student Assistant – Market Research | University at Buffalo — Jan 2025-Jun 2025
- Mentored students in Python, R, and SPSS while guiding statistical projects focused on regression, classification, hypothesis testing, and data storytelling

Graduate Student Intern – Projects Clinic | University at Buffalo — Aug 2024-Dec 2024
- Designed performance-tracking dashboards & optimized flat fee structures, boosting GPM by **78%** & streamlining case processing for Kruger Law
- Developed dashboard to track training efficiency, automating reporting by **80%** & reducing post-training churn by KPI-driven insights for M&T Bank
- Conducted competitor analysis & optimized operational expenses, reducing turnover by **70%** in competitive buffalo wings industry for Chiavetta's

Data Analyst Consultant | Tredence Analytics | Bengaluru, India — Jul 2021-Jul 2024
- *Tailored Brands* - Marketing Analytics - Led marketing analytics projects for men's apparel retailer, improving **marketing channel performance** and reducing syndicated data reporting costs from **$180K to $20K** per year through process optimizations
- Spearheaded **e-com analytics** using **GA4**, boosting click-through rates and increasing customer retention through tailored marketing strategies
- Enhanced re-marketing effectiveness by **segmenting customers based on purchase intent**, increasing **brand engagement and customer lifetime value**
- Earned consecutive "**Pat on the Back**" awards for delivering high-quality work on **GA3 to GA4 transition project**, along with client recognition for outstanding performance
- *FabFitFun* - Financial Analytics - Developed **automated sales, inventory, and financial reporting** for portfolio generating **$18M in monthly sales**, optimizing forecasting and decision-making processes
- Strengthened audit readiness by identifying inefficiencies in financial reporting, implementing corrective measures, and improving financial management practices

PROJECT EXPERIENCE

MS Practicum | University at Buffalo – Raymond Corporation — Jan 2025
- Developed predictive model to forecast electric forklift sales for Raymond Corporation (subsidiary of Toyota Industries)
- Addressed post-COVID demand fluctuations by refining outdated forecasting techniques using historical and external data sources
- Applied time series modeling (ARIMA, SARIMA) and regression analysis to improve forecasting accuracy and support strategic planning

Buy Now Pay Later (BNPL) Churn Prediction | Tredence - NIIT Stack route — Sep 2022
- Built churn prediction model to identify mobile app users likely to adopt BNPL using classification algos like Regression, GBM, & AdaBoost
- Engineered features from user behavior data and optimized model performance using GridSearchCV & confusion matrix evaluation
- Delivered actionable insights to help marketing teams improve targeting & reduce spend; tools used: Python, Pandas, scikit-learn, Matplotlib, Seaborn

CERTIFICATIONS

Advanced Analytics (IIM Indore) – Certified in Applied Mathematics & Statistics, Programming for Business Analytics, DBMS, & Marketing

Google Analytics (Google) – Certified in audience segmentation, acquisition reporting, and conversion tracking

Data Science (NIIT Stack route) – Completed Buy Now Pay Later (BNPL) case study for retail business

Tableau for Data Science (Udemy) – Developed real-world dashboarding and storytelling techniques

ACTIVITIES

Engagement Ambassador | University at Buffalo — Jan 2025-May 2025
- Spearheaded fundraising efforts, connecting with alumni using RNL Engage software, processing financial transactions, and improving donor engagement through personalized outreach strategies

Dean's Student Ambassador | University at Buffalo — Aug. 2024-Present
- Represent MSBA program, mentoring prospective students and providing insights into UB's academic and extracurricular opportunities.