Harsh Dake

Masters in Business Administration
Indian Institute of Technology, Kanpur

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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.B.A.	Indian Institute of Technology, Kanpur	8.05 (Aggregate)	2026
B.E. ,ETE	Pimpri Chinchwad College of Engineering	8.91	2023
HSC (12th)	Geetamata Junior College	74.62%	2019
SSC (10th)	Vidya Niketan English Medium School	85.67	2017

EXPERIENCE

- **Weikfield** *May 2025 - Present*
  Data Analyst Intern - Internship Pune, India
  ◦ Automated monthly Excel reports for an FMCG company into dynamic Power BI dashboards using DAX, SQL, and Power Query, eliminating 30-day lag and enabling daily SAP-integrated decision-making
  ◦ Developed and deployed 5+ interactive BI dashboards for International Business, applying data extraction, cleaning, and transformation techniques to improve real-time sales and product tracking across 20+ global markets to drive strategic data-driven decision-making.
  ◦ Proposed an applied AI/ML-driven predictive analytics framework using Python (ARIMA, Prophet) for demand and inventory forecasting, integrating data transformation techniques for improved planning accuracy and supply chain optimization.
  ◦ Collaborated with cross-functional stakeholders from International Business, Operations, and IT teams to support data collection, define and validate KPIs, and translate business needs into effective analytical solutions.
  ◦ Applied strategic problem-solving and change management techniques to conduct end-user training, ensuring maximum business impact while strengthening stakeholder alignment and communication, with guidance on SAP and Greenfield/Brownfield project frameworks.

PROJECTS

- **Predictive Analytics of Social Media Engagement** *October 2025*
  Tools: [Power BI,Power Query]
  ◦ Built and optimized multiple linear regression models in Python(OLS, Backward elimination) to predict user interactions (R^2) and identify key engagement drivers.
  ◦ Identified that engaged users contributed to a 42% higher engagement rate, providing actionable insights to optimize content strategy and marketing ROI.

- **HR Analytics Dashboard** *January 2025*
  Tools: [Power BI, Excel,SQL]
  ◦ Led the design, data preprocessing, and development of an HR Analytics dashboard in Power BI using DAX, SQL, and Power Query to analyze 1,470 employee records, revealing a 16.1% attrition rate and enabling real-time tracking of HR KPIs and attrition trends.
  ◦ Collaborated cross-functionally to define metrics, align business needs with analytics, and improve leadership decision-making efficiency.

- **Gesture-Based Home Automation System** *March 2023*
  Tools: [Raspberry Pi Module, Python, Mobile App Development]
  ◦ Developed a system to control home appliances using hand gestures.
  ◦ Created a mobile app with virtual buttons for remote control.

SKILLS

- **Technical Skills** : SQL, Python, Excel, Machine Learning, Data Analysis, Marketing Research
- **Management Skills** : Marketing, Project Management, Event Management, Business Analytics
- **Tools** : Power BI, Visual Studio, Android Studio, SPSS

CERTIFICATIONS

- **Microsoft Power BI: The Complete Guide**, Udemy — *July 2024*
- **Python Bootcamp**, Udemy — *July 2020*
- **Data Analytics using Power BI Workshop**, Tech Tip 24 — *June 2024*
- **The Complete SQL Bootcamp**, Udemy — *September 2024*
- **Business Analytics Certification**, Btribe — *August 2024*

ACHIEVEMENTS

- Presented a major project at the National Level Project Competition 2023, organized by the IETE.
- Achieved CEFR B2 in a test of English Proficiency from the British Council.
- Ranked in the top 10% in the SQL public test by TestDome.

POSITIONS OF RESPONSIBILITY

- **Media and Cultural Coordinator**, *MBA, IITK*
  September 2024 - Present
- **Student Forum Member**, *Pimpri Chinchwad College of Engineering*
  July 2022- May 2023

INTEREST AND HOBBIES

Writing Poetry