

# HARSH B. GUPTA

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## EDUCATION

### The University of Texas at Dallas

*M.S., Business Analytics (Data Science)*

May 2019

GPA 3.7

### University of Pune, India

*B.Eng., Electronics and Telecommunications*

May 2013

GPA 3.5

## SKILLS

**Technical:** Python, R, SQL, SAS, Spark, Hive, Hadoop, Sqoop, SPSS, Power BI, Tableau, Spotfire, QlikView, ETL, AWS, Azure, GCP, Google Analytics, Advanced Excel (Pivot Table, VLOOKUP, Macros), TensorFlow, NumPy, pandas, scikit-learn, matplotlib, ggplot, HTML, Data Mining, Data Wrangling, Clustering, Statistical Modeling, Quantitative Analysis

**Relevant Coursework:** Statistics • Machine Learning • Econometrics • Predictive Analytics • Prescriptive Analytics • Big Data Business Data Warehousing • Business Analytics with R • Natural Language Processing NLP • Programming for Data Science

## EXPERIENCE

### Data Scientist Intern – IHS Markit - Houston

Jun 2018 – Aug 2018

- **Machine Learning:** Trained models in Python to automate manual data parsing process, achieved >96% accuracy rate by using random forest, MLP, DNN, hyperparameter tuning with grid search and cross-validation, resulting in time reduction by 88%
- **Data Cleaning:** Transformed and cleansed unstructured data using Python to conform to the business requirements
- **BI Dashboards:** Developed dynamic and interactive dashboards in Power BI to provide tracking of key performance indicators
- **Recommendations:** Conceptualized and presented Q&A upvoting dashboard idea to the CEO to improve employee engagement by up to 8 times

### Research Analyst – MarketsandMarkets - India

Aug 2013 – Jul 2017

- **Forecasting:** Estimated and forecasted the sales revenues and growth rates of MICRO and MACRO technology markets
- **Business Intelligence:** Authored 15+ business intelligence reports, generating over USD 5.8 million in revenue for clients
- **Data Collection:** Developed database to identify market economics, trends, new revenue sources, and growth opportunities using data from Hoovers, Factiva, Bloomberg, and Reuters databases and interviews with 100+ C-level executives
- **Strategize:** Performed competitor benchmarking analysis and strategized on new market entry and product enhancement

## HACKATHONS AND COMPETITIONS *(more at [www.gupta-harsh.com](http://www.gupta-harsh.com))*

### UNT 2019 Hackathon – Sign Language Interpreter - Winner [\[YouTube\]](#)

- Implemented a sign language interpreter to help deaf people with their daily communication needs using Deep Learning
- Created a dataset of over 105k greyscale images of 44 gestures in American Sign Language using OpenCV library in Python
- Trained a convolutional neural network using Keras on the images, added 6 different convolutional and pooling layers, to predict ASL hand gestures in live video feed with an accuracy of 97%

### UTA Analytics Competition – Product Sales Prediction – Winner

- Analyzed 200k+ customer reviews of products using Natural Language Processing to understand the impact of customer sentiments on 37k+ Pier1 home décor products
- Designed a model to predict the success of product with an accuracy of 88%, using SVM, decision tree and random forest
- Visualized the product data in Tableau to analyze the impact of various attributes on sales and profits of the products

### Texas Instruments Challenge – Intern Survey Prediction – Second Runner Up

- Used logistic regression to build prediction model for conversion of interns based on the intern reviews for Texas Instruments
- Examined qualitative survey data using text and word frequency analysis techniques to diagnose top sentiments of interns
- Recommended 6 organizational and 3 survey level action points to increase full-time offer acceptance rate by 35%

## ORGANIZATIONS

- **Data Consultant** | Statistics without Borders
- **Leader** | JSOM Dean's Council
- **Core Member** | Data Science Club
- **Blood Donor Ambassador** | American Red Cross UTD
- **Member** | JSOM Tuesday Toastmaster

## AWARDS

- **Winner** | UNT Hackathon | 2019
- **Winner** | UTA-Pier1 Analytics Challenge | 2019
- **Winner** | INFORMS Analytics Challenge | 2019
- **2<sup>nd</sup> Prize** | Intelligence Analytics Challenge | 2018
- **3<sup>rd</sup> Prize** | Texas Instruments Analytics Challenge | 2017