

# HARLEEN DHATT

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## TECHNICAL SKILLS

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**Programming:** Python, R, MATLAB

**Data & Databases:** MySQL, Excel (Advanced), Power BI, Tableau

**Methods:** Regression (linear/logistic), Classification, Time Series, Data Visualization, EDA

## PROJECTS

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### Revenue & Retention Analytics Capstone

- Built SQL fact tables/KPI views and analyzed revenue + conversion funnels.
- Ran cohort retention & churn analysis in Python and summarized recommendations.

### A/B Test Experiment

- Designed and analyzed control vs. treatment A/B test; measured lift with hypothesis testing.
- Broke down results by user segment to inform product decisions.

### Data Cleaning & QA Pipeline

- Created reproducible cleaning rules and standardized datasets for analysis.
- Added data-quality checks (validation + edge cases) to improve input reliability.

### One-Page Insights Memo

- Wrote an executive-style one-pager translating analysis into business impact.
- Presented key insights and recommended next actions clearly and concisely.

## PROFESSIONAL EXPERIENCE

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### Business Analyst Intern

Mar. 2024 – Aug. 2024

Mid Term Rental Properties | Hamilton, ON

- Conducted market and competitor research to identify trends, target segments, and opportunities for product and go-to-market strategy.
- Helped standardize the collection of customer feedback and outreach metrics, improving the reliability and reuse of internal reporting data.
- Summarized findings in slide decks and brief reports, highlighting risks, opportunities, and next steps for business stakeholders.

### Marketing & Communications Intern

Sept. 2022 – Dec. 2022

Illuminate Universe | Toronto, ON

- Tracked campaign and event KPIs (registrations, attendance, engagement) to refine audience targeting and messaging.
- Synthesized survey and feedback data into recommendations that informed future programming and channel mix.
- Coordinated timelines and content with a small team, ensuring promotional materials were delivered and updated on schedule.

### Financial Newsletter Staff Writer

Sept. 2021 – Apr. 2022

The Financial Marauder | Hamilton, ON

- Researched Canadian personal finance topics and produced concise, data-informed explainers for a student audience.
- Selected topics and angles based on timeliness and reader interest, aligning content with macroeconomic news and policy changes.

### Research & Public Programming Assistant

Sept. 2022 – Apr. 2023

Ontario Public Interest Research Group | Hamilton, ON

- Supported research and event planning, tracking attendance and feedback to improve future outreach.

### Economics Lecture Transcriber & Tutor

Dec. 2021 – Apr. 2022

McMaster University | Hamilton, ON

- Produced accurate lecture transcripts and tutored students, simplifying quantitative concepts using examples and visual aids.

## EDUCATION & HONOURS

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McMaster University | Hamilton, ON

Sept. 2021 - Apr. 2026

### Bachelor of Science (Honours), Mathematics & Statistics – Minor in Economics

- **Relevant Coursework:** Data Analytics, Algorithms, Probability & Statistics, Programming, Business Development

### Digital Scholarship Certificates – Sherman Centre

2022 - 2023

- Completed 20+ workshops, including Machine Learning, Logistic Regression, Random Forests, and Data Visualization

### Co-Curricular Award Plaque

2018 - 2021

- Recognized for outstanding involvement in extracurricular leadership and service