

# HARSH CHAUDHARY

Data Analytics | Business Intelligence | Insights

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## Summary

PGDM student in Research & Business Analytics with expertise in **data visualization, SQL, Python, and Power BI**. Hands-on experience in dashboarding, segmentation, and sales analytics Proven ability to convert raw data into actionable business insights

## Skills

**Data Visualization:** Power BI, Advanced Excel, Tableau

**Programming & Analytics:** Python, SQL, IBM SPSS

**Data Science:** RFM Segmentation, Market Basket Analysis, Predictive Modeling

**Core Strengths:** EDA, Dashboarding, Data Cleaning, Business Insights

## Experience

### Select Relationship Manager

Jun 2025 – Present

*IndusInd Bank*

- Built Excel-based trackers with dashboards to monitor 295+ client portfolios, **saving 1 hour daily** in manual CRM checks and enabling quicker reporting
- Identified and prioritized high-value clients based on transaction frequency and balances, leading to a **5% increase in sales** through improved engagement
- Delivered client-specific portfolio analysis that improved satisfaction and encouraged repeat investments

### Marketing Intern

May 2024 – Jun 2024

*JCB India Limited*

- Analyzed sales data of 1 lakh+ customers, uncovering zone-wise, dealer-wise, and product-level performance gaps
- Developed **interactive dashboards** to track KPIs such as dealer conversion rates, lead source ROI, and customer funnel metrics
- Presented insights to senior managers, enabling accurate dealer-level monitoring and improved digital conversion tracking

## Projects

### Market Analysis of Bakery Dataset

Oct 2024 – Nov 2024

- Performed **RFM segmentation and Market Basket Analysis** with Python to identify purchase patterns and enable cross-selling opportunities

### Retail Investor Behavior Research – INVESCO (GCL Program)

Dec 2023 – Apr 2024

- Analyzed survey data of 300+ retail investors using SPSS, identifying behavioral patterns for improved targeting strategies

## Achievements

- 2nd Prize – Real Estate Case Study Competition, IIM Indore (2024)
- 2nd Runner-Up – DigiBytes Digital Marketing Competition, IIM Bangalore (2024)
- Presented research paper on AI-powered accessibility at IIM Bangalore (2023)

## Certifications

- Harvard: Business Plan Development, Project Management, Marketing Essentials
- KPMG ESG Training (2024), Bloomberg Financial Fundamentals (2023)

## Education

### PGDM – Research & Business Analytics (Marketing)

2023 – 2025

*Welingkar Institute of Management, Mumbai*

*CGPA: 8.63*

### B.Tech – Electronics Instrumentation & Control

2017 – 2021

*J.C. Bose University, YMCA Faridabad*

*72.12%*