HARSH SHINGALA

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EDUCATION

Northeastern University, College of Engineering | Boston, MA **May 2024**
Master of Science in Data Analytics Engineering
Relevant Courses: Foundation of Data Analytics, Data Management, Computation, and Visualization, Machine Learning

Gujarat Technological University | Surat, India **May 2021**
Bachelor of Science in Electronics and Communication Engineering

TECHNICAL SKILLS

Languages/ Database Frameworks: C/C++, Python, R, SQL, MongoDB, TensorFlow, Keras, PySpark, Hadoop
Tools and Technologies: Power BI, Tableau, Looker, Salesforce, Google Sheets, PowerPoint, dbt, GitHub, Jira, Advanced Excel, SAP, Excel, Microsoft Access
Libraries: Scikit-Learn, Pandas, NumPy, OpenCV, TensorFlow, Matplotlib, Spacy

EXPERIENCE

Mimecast North America Inc. | Sales Operations Analyst Intern **Jan 2023 – June 2023**

- Engaged with clients, learning and upgrading CRM tools like Salesforce to provide in-depth analysis and insights on the underlying data, improving financial revenue operations.
- Developed and maintained advanced proficiency in Microsoft Excel, utilizing complex formulas, pivot tables, macros, and VBA scripting to perform detailed data analysis and streamline data reporting processes.
- Assisted in automating routine data processing(Python), reducing time spent on manual data entry by 30%.
- Collaborated with marketing and BI teams to build advanced data visualization techniques in Tableau to communicate insights effectively to business stakeholders, identifying category gaps and opportunities.
- Designed and coded complex SQL queries to produce actionable insights from internal databases, increasing data analysis productivity by 25%

NextBits PVT. LTD. | Data Analyst **Oct 2020 – Dec 2021**

- Analyzed datasets using complex SQL queries, identifying trends and patterns that provided valuable insights.
- Utilized tools like Power BI to create clear, data-driven research reports by presenting market trends and shopper data, enhancing collaborative efforts, and driving sales growth.
- Utilized advanced statistical techniques to identify and target high-value customer segments, resulting in a 15% increase in customer retention and a 20% increase in upselling opportunities.
- Demonstrated strong verbal and written communication skills by effectively conveying complex data analysis results(PPT) to non-expert stakeholders, facilitating informed decision-making and cross-functional collaboration.
- Employed Advanced Microsoft Excel for data analysis and manipulation, including the use of pivot tables, VLOOKUPs, and macros to streamline reporting processes.

ACADEMIC PROJECTS

Insights on the Electric and Gas Cars Market (Python, R, PowerBi) **Jan 2022 – May 2022**

- Collected several datasets and analyzed data in Python using Python libraries such as NumPy and Pandas.
- Applied machine learning techniques with tools like scikit-learn and TensorFlow to predict trends and enhance the accuracy of data-driven insights.
- Created Tableau dashboard to evaluate Key performance indicators (KPIs) to understand the effect of mpg, gas per gallon, efficiency, range, and price on sales and market value of cars in different countries and regions.

Co-working Space Management System (SQL, SAS, MongoDB, Data Manipulation) **Sep 2022 – Dec 2022**

- Created dataset in Mockaroo and connected with Python to fine tune the format.
- Used stored procedures, Triggers and queries in SQL to analyze data trends and generate actionable insights.
- Analyzed the data using Plotly in Python by connecting it to MySQL workbench.

Customer Segmentation classification (Python, Data Modeling, Dashboards) **Sep 2023 – Dec 2023**

- Used R to analyze customer data, applying clustering algorithms to identify distinct customer segments.
- Created advanced Excel models to evaluate each customer segment's profitability and growth potential.
- Designed PowerBI dashboards to visually represent customer segments, their characteristics, and their contribution to overall revenue.