HARSH KUMAR

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LinkedIn   YouTube Channel   Github   Kaggle

*More than 5 years of experience in **machine learning** and **advanced analytics**, created data-driven solutions for targeted marketing, business expansion, customer acquisition and retention. Lead high performing teams from March'19 to April'21, including recruiting and mentoring new talent and partnering with global teams. Top performer as demonstrated by fast career growth and awards including the prestigious President's Award at American Express.*

Tech Skills: Hive, SAS, SQL, Python, Pandas, Shell Scripting, Machine Learning, kNN, GBM, XGBoost, Tableau, Hadoop Map-Reduce, Sequence Mining

EXPERIENCE (6 years)

Gojek, Bangalore (1 month)   May '21 – Present
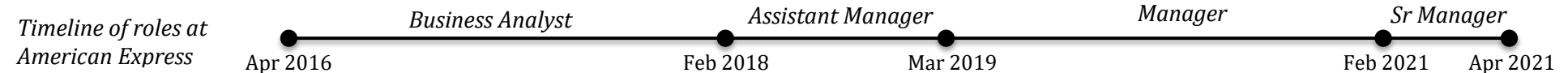*Data Analyst, Level 4 Expert*
- Responsible for marketplace analytics for supply (drivers) optimization. Projects focusing on positioning supply to best match demand (customers).

American Express (5 years)
Senior Manager – Merchant Marketing Analytics   Apr '16 – Apr'21

Timeline of roles at American Express	Business Analyst	Assistant Manager	Manager	Sr Manager
Apr 2016	Feb 2018	Mar 2019	Feb 2021	Apr 2021

- **Leadership and People Management**
  - Currently leading a team of 4 analysts which provides analytics support to Merchant Marketing. Responsible for people leader tasks like hiring, coaching, project allocation and performance evaluation, along with complete responsibility of delivering the best analysis for decision making
  - Previously, led a 4 member team in conceptualizing & executing a business simulation game for B-School students to recruit the best talent
- **Machine Learning and Predictive Modelling**
  - Developed atleast 15 predictive models using machine learning techniques like **XGBoost, GBM, kNN, Collaborative Filtering, Sequence Mining.**
  - Built a predictive model using XGBoost to prioritize phone calling based on the likelihood of picking-up calls and incremental value generated.
  - Led the development of several **marketing models** to target the right set of customers with Airline Offers. This included predicting future airline spends and travel destination prediction. Also led the creation bespoke acquisition models to target prospects for an online clothing retailer
  - Developed Merchant Anomaly Prediction model that predicts terminal disruption, suppression and surcharge. Used tools like **Hive, Python, Shell Scripting, kNN & GBM**. Scaled and deployed the model to multiple geographies which led to a significant cost reduction for Merchant Services
  - Other models: Home Mover Predictor (GBM), Wedding Party Prediction (GBM), Going to College Predictor (GBM), Home Renovator Predictor (GBM), Car Purchase Model(Sequence Mining), B2B Merchant Recommender(Collaborative Filtering), Prospect Customer Identifier (kNN)
- **Innovation**
  - Conceptualized and led **Customer Location Tracker** project, to identify all trips of a customer using tools like DBSCAN and Hadoop Map-Reduce
  - Conceptualised and implemented **Automated Insights Tool**, which is an automated tool for generating deeper insights from large amount of data
  - Site Evaluator – A versatile tool built on **Tableau** to analyse the performance of existing stores and evaluate potential locations of new stores
- **Strategic Insights and Custom Consulting**
  - Recommended new store locations for a US pet supplies merchant, by developing a significantly improved site selection methodology
  - Proposed a seasonal re-engagement strategy for a global jewellery retailer by studying the Purchase Cycle of customer across the industry
- **Recognition**
  - Awarded the highly prestigious **GCSG President's Award, 2018** which is awarded to top 2-3% of American Express employees globally
  - Received the Most Innovative Thinker Award in Q1 2017 and Q3 2017 and declared Analyst of the Quarter for Q3 2016
  - Recognition from Partners – Awarded *Custom Consulting Internal Partner Award* by US Merchant Marketing team for "highly valued partnership"

Hewlett Packard, Bangalore (10 months)   Jul '11 – Apr '12
Software Engineer II
- Designed and implemented a highly scalable and flexible testing framework, resulted in reduced probability of error and improved testing efficiency.
- Received **HP eAward** for outstanding effort & enthusiasm at work and **Mini-Improvement Award** for designing highly scalable testing framework

EDUCATION

CFA Institute	Passed all three levels of CFA Program		2018
Post-Graduate Program in Management (MBA)	Indian Institute of Management, Indore	3.62/4.33	2016
B. Tech, Electronics and Communication	Indian Institute of Technology, Guwahati	8.84/10	2011

ACADEMIC ACHIEVEMENTS

- **Ranked 4th** in the batch of 447 PGP students at IIM Indore; Awarded Certificate of Academic Excellence for being in **top 5 percentile of the batch**
- Placed in top 0.5 percentile of candidates across India in IIT JEE by securing an All India Rank of 1973 and All India Rank of 518 in AIEEE
- Selected for the prestigious **Indian National Physics Olympiad** exam after ranking among **National top 1%** of National Standard Exam in Physics

INTERESTS AND EXTRA-CURRICULAR ACTIVITIES

- **Research Paper**: "Speech based Emotion Recognition based on hierarchical decision tree" presented at National Conference on Communications
- **Positions of Responsibility**:
  - Coordinator, Finance Lab, IIM Indore: Managed all activities of IIM Indore Finance Lab having 12 Thomson Reuters Eikon terminals
  - Senior member, Finance Club, IIM Indore: Organized workshops, webinars & knowledge sharing sessions for IIM Indore student community
- Completed **Solo Bike Journeys** from Delhi-Pune, Delhi-McLeod Ganj and Delhi-Spiti Valley, which is known as the World's Most Treacherous Road
- Secured **National Rank 1** in Central Armed Police Force Exam, 2013 conducted by UPSC, was offered the position of Assistant Commandant