

HARSHA SAI JAGU

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EDUCATION

- University of South Florida** Aug 2023 - May 2025
Master of Science in Business Analytics and Information Systems Tampa
- Indian Institute of Technology Indore** Aug 2017 - May 2021
Bachelor of Technology. in Mechanical Engineering Indore

WORK EXPERIENCE

- Fractal Analytics Pvt. Ltd** Apr 2022 - Jul 2023
Data Science Engineer, Client: Unilever Bangalore, India
 - Developed an Exploratory Data Analysis (EDA) module, achieving a 20% improvement in decision-making during the AB testing phase.
 - Implemented aggregations at different levels, distilling actionable insights from the comprehensive data pool.
 - Integrated multi-label multi-class classification models, improving on-shelf product availability predictions by 20%.
 - Defined and extracted the top 5 key performance indicators (KPIs) from shelf availability, devising algorithms for sales impact analysis and strategically prioritizing shelf products to optimize sales.
 - Optimized CI/CD pipelines, reducing deployment time by 30% and enhancing consistency in code updates.
 - Engineered data pipelines for data ingestion from various sources (UDL and BDL layers) into Azure Delta Lake, utilizing Azure Data Factory for seamless data automation, resulting in a 40% reduction in processing time.
 - Configured SSMS to connect ADLS with Power BI, resulting in a 25% improvement in data retrieval speed.
 - Established stored procedures for enhanced data integrity during ingestion.
- Fractal Analytics Pvt. Ltd** Aug 2021 - Apr 2022
Data Scientist - Imagineer, Client: CitiBank Bangalore, India
 - Collaborated in back-end development for the "Customer360" web application, prioritizing the Alerts screen to forecast customer KPI trends and generate notifications.
 - Conducted research on Time Series Analysis, leveraging Python libraries like Ruptures. Overcame data challenges with less than 24 data points (2 cycles), enhancing trend detection and forecasting accuracy.
 - Proficiently utilized Git and Bitbucket to manage versioning branches and pull requests, resulting in a 30% reduction in conflicts and ensuring robust code integrity throughout the project lifecycle.

DEMONSTRATED CAPABILITIES

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|---------------------------|-----------------------------------|-------------------------------|
| • Agile Methodology | • Data Structures & Algorithms | • Feature Engineering |
| • Business Intelligence | • Data Visualization | • Machine Learning |
| • Competitive Programming | • Data Warehousing | • Natural Language Processing |
| • Computer Vision | • Database Management | • Probability and Statistics |
| • Dashboarding | • Deep Learning | • Project Management |
| • Data Ingestion | • Exploratory Data Analysis (EDA) | • Time Series Forecasting |
| • Data Preprocessing | • Extract Transform Load (ETL) | • System Analysis and Design |

ACADEMIC PROJECTS

- In Vehicle Coupon Recommended Systems** Sep 2023 - Nov 2023
Optimized Targeted Marketing, Predictive Modelling, Python.
- Cross-Sell Prediction for Vehicle Insurance** Apr 2023 - May 2023
Azure Delta Lake, Azure Data Factory, MLFlow, Python, PowerBI Desktop.
- Multi-class Classification of Webpages** Dec 2021 - Jan 2022
Natural Language Processing, Text Mining.
- Personalized Coding Challenge Recommendations** Dec 2021 - Dec 2021
Natural Language Processing, Recommended Systems.
- Fashion Apparel Classification** Sep 2021 - Sep 2021
OpenCV, TensorFlow, Deep Learning.
- Handwritten Digit Classification on EMNIST Dataset** Oct 2020 - Dec 2020
Support Vector Machines, Convolutional Neural Networks, Computer Vision.

CERTIFICATIONS

- Fractal Certified Data Scientist, Fractal Analytics
- Fractal Certified SQL Developer Professional, Fractal Analytics
- Certified in Advanced Python Programming and Software Engineering Fundamentals, Great Learning
- Time Series Forecasting using Python, Analytics Vidhya
- Fractal Star Awards, Category: Kaizen, Good Samaritan