

# Harsh Baberwal

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## PROFESSIONAL EXPERIENCE

### Senior Data Scientist, The Nielsen Company, US

Jan 2023 – July 2024

- Maintained and enhanced a data science product that estimates the cross-platform content consumption across the US.
- Improved the product methodology by developing and productionizing a classification model to predict streaming activity within a household with ~76% accuracy.
- Increased the product's robustness by expanding the standard error calculation of content reach to more granular estimations.
- Made the production pipeline more efficient by working alongside the data engineering team to upgrade various components.
- Reduced the process run-time in production by 15% by optimizing the PySpark code for data processing.
- Ensured product and process quality by conducting impact analyses on upstream changes/revisions, adding new features, making updates to accommodate downstream requests, and resolving occasional production issues to ensure timely delivery.

### Senior Decision Science Associate, Axtria, India

Jan 2020 - Jun 2021

- Saved a pharmaceutical client's product brand teams ~\$25M, by building marketing mix models for multiple products to assess the ROIs of diverse marketing channels and leveraging these for marketing budget allocation to optimize profitability.
- Proved the efficacy of a promotional event by carrying out a test & control analysis and attributing 5% incremental sales to it.
- Enhanced the advanced analytics capabilities of the client by aiding in migrating analytics processes from SAS to R.
- Helped enhance the sales strategy by contributing to data processing for conducting network analysis for a therapeutic area.

### Revenue Analyst, PVR Cinemas, India

Jul 2019 - Nov 2019

- Uncovered the potential to unlock 13% incremental revenue by analyzing a novel revenue stream proof of concept.
- Increased the team's efficiency and productivity significantly by streamlining recurring reporting through automation.
- Delivered pivotal insights informing executive decision-making processes by conducting thorough ad-hoc revenue analyses.

### Analyst, Absolutdata Research and Analytics Solutions, India

Jul 2017 - Jun 2019

- Drove improvements in digital marketing strategy for a Dutch e-commerce company by developing a k-means customer segmentation model using cookie-level website activity data.
- Modeled a data pipeline based on comprehensive secondary research for a Nigerian telecom company, enabling the identification of multi-carrier subscribers (~1.6 million). Collaborated on targeted marketing campaigns to capture competitors' share of wallet, resulting in a ~26% increase in revenue from these subscribers.
- Developed segmentation and classification models to assess creditworthiness and determine credit limits for subscribers of the Nigerian telecom company, leading to a ~30% rise in adoption of credit line products.
- Informed strategy and supported data-driven decision-making at a US-based perfume company by conducting in-depth analyses on online and in-store sales data.
- Automated reporting and BI pipeline of the perfume company through the integration of various tools and technologies.
- Improved the pricing strategy at the perfume company by building a price and sales simulation tool.

## TECHNICAL SKILLS

- **Programming:** Python, SQL, git, R, VBA
- **Python Libraries:** Pandas, Numpy, PySpark, Sklearn, Stats & Scipy, Matplotlib, Seaborn
- **Tech Stack:** AWS Services (S3, EC2 & EMR), Spark, Hive, Airflow, Google Big-Query, MS-SQL Server, MS-Excel

## EDUCATION

### University of Illinois at Urbana Champaign

Aug 2021 - Dec 2022

Master of Science in Information Management

### Delhi Technological University (formerly Delhi College of Engineering)

Aug 2013 - May 2017

Bachelor of Technology in Electronics & Communication Engineering