Harshil Patel | Toronto, Canada | +1 705-977-6064 | imharshil03@gmail.com | harshilpatel99 | harshilpatel99

EDUCATION

Trent University - MSc. in Big Data Analytics (GPA: 4.0/4.0) *May 2021 - Sept 2022*
- Research in evaluating deep learning models, particularly C-BiLSTM and Simple BiLSTM. *ON, Canada*

Gujarat Technological University - BE. in Computer Engineering (GPA: 3.9/4.0) *Aug 2016 - Sept 2020*
- Design Lead at Computer Society of India SB, Mentor of Coding & Hackathon Club *GJ, India*

EXPERIENCE

Senior Data Engineer | Miix Analytics | *ON, Canada* *July 2023 - Present*
- Led the design and implementation of Marketing Mix Models (MMMs) for top-tier clients in consumer goods, home improvement, and wine industries, optimizing marketing budgets of $50–$80 million dollars.
- Worked with Price and Promo models, driving 15% revenue efficiency improvement for Canadian CPG and retail clients.
- Conducted in-depth data analysis, identifying key insights and trends that informed strategic decision-making team that enhances marketing performances for client.
- Led internal R&D initiatives, automating processes that reduced operational costs by 25%.
- Tech stack: Marketing Mix Modeling, Data Analysis, AWS, Google Looker Studio, Python

Software Engineer | Spire Global Inc. | *ON, Canada* *Nov 2022 - Feb 2023*
- Developed high-performance GraphQL APIs to optimize maritime data extraction and image processing, enabling the detection of unknown vessels using Spire's satellite constellation and advanced RF signal-based tracking.
- Integrated GIS and OGC Web Map data to enhance algorithm accuracy, streamlining project delivery.
- Tech stack: Python, GOLang, GraphQL, GIS, Image Processing

Backend Developer | Haqdarshak | *MH, India* *Apr 2021 - Aug 2021*
- Developed RESTful micro-services for an in-house functionality which is now used by over 10,000 daily active users.
- Engineered a robust scheduling backend system that streamlined appointment booking processes, enhancing efficiency, and ensuring a smoother booking experience.
- Streamlined data workflows, improving data retrieval speeds by 40% and ensuring data integrity and security.
- Collaborated with cross-functional teams to design scalable backend solutions for social impact projects.
- Tech stack: Python, Django, REST APIs, Data Engineering, Docker, Kubernetes, AWS.

Software Engineer | RecruitNet | *Hong Kong SAR* *Aug 2020 - Mar 2021*
- Built scalable web scrapers with Python, Selenium, and Beautiful Soup to extract ATS data, boosting data accessibility by 40%.
- Optimized web scraping performance and ensured seamless integration with multiple data sources, increasing adaptability for cron-job automation on direct company owned recruitment site.
- Tech stack: Web Scraping, Python, Java, Perl, Data Analysis, Natural Language Processing

Software Developer Intern | Atliq Technologies | *GJ, India* *Mar 2019 - July 2019*
- Contributed to the development of a video streaming and retail product selling mobile application using React and React Native.
- Designed cross-platform applications using React, SQL, Redis, and PHP, ensuring user-friendly and robust solutions.
- Tech stack: ReactJS, NodeJS, Firebase, SQL, Redis, PHP, Agile Development

PROGRAMMING SKILLS

Languages: Python, GOLang, Java, C, C++, JavaScript, TypeScipt, PHP
Tools/Frameworks: ReactJS, NodeJS, SQL, MongoDB, AWS, Redis, Django, Postgres, Android, Docker, Tensorflow, Git, LookerStudio, Tableau, Firebase, GraphQL

PROJECTS

Retail Optimization for Behavior Analysis & In-Store Navigation *Python, Django, React, NLP, Tensorflow*
- Optimized AI-driven algorithms for inventory management, demand forecasting, pricing, and personalized recommendations using CNN, while integrating an indoor navigation system based on **modified A*** algorithm to guide customers along the shortest path, minimizing time spent and enhancing the shopping experience. bit.ly/retail_dhronn

Image Super Resolution with CNNs and Auto-Encoders *Python, Tensorflow, C++, OpenCV*
- Achieved **93%** validation accuracy and a loss of **0.0021** in an image super-resolution model using CNNs and Autoencoders, enhancing image quality with minimal data loss. bit.ly/img_super-resolution

AWARDS AND ACHIEVEMENTS

- Awarded **Employee of the Year (2023)** at Miix Analytics for contributions to high-impact projects and business outcomes.
- **2024 Global 30-Under-30**, Recognized by Significant Insights for excellence in research, data, and insights.