

HARSHIT GAUR

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Skills

Core: ETL, Data Modelling, Large Language Models (LLMs), Generative-AI, System Design, RESTful APIs
Natural Language Processing (NLP), Data Structures & Algorithms, Object Oriented Programming

Analytics: Adobe Analytics (Target, Customer Journey Analytics, Real-Time Customer Data Platform), PowerBI, Tableau, Google Analytics, Looker Studio, Qlik Sense

Languages: Python, JavaScript, C++

Technologies: Azure (Databricks, Data Factory, Data Lake, Synapse), BigQuery, Flask, Django, Git, Linux, Docker (CI/CD)
AWS S3, Glue, Kafka, Hadoop, Hive

Databases: MySQL, SparkSQL, MSSQL (T-SQL)

Libraries: PySpark, Numpy, Pandas, Scikit-learn, Streamlit, Langchain, Matplotlib, Seaborn

Professional Experience

Publicis Sapient

Jul 2022 – Dec 2024

Associate Data Science and Analytics

Gurugram, India

• Adobe Analytics Developer, Nissan:

- * Spearheaded advanced analytics implementation using Adobe Analytics Suite (Analysis Workspace, Adobe Target) for a Fortune 500 automotive company, **driving 45% boost in marketing efficiency** through data-driven decision making and predictive modeling
- * Developed and implemented an end-to-end Adobe Analytics tracking solution using Launch and DTM (Dynamic Tag Manager), proficient in configuring eVars, props, and events for in-depth user journey analysis.
- * Built and maintained automated dashboards to monitor funnel metrics (**Bounce Rate, Exit Rate, Page Depth**) and marketing KPIs (**CTR, CPC, ROAS**). Contributed to a **45% improvement in campaign optimization**
- * Engineered Adobe Analytics API integrations using Python for automated data extraction and processing, enabling real-time monitoring of User Engagement Score, Time to Convert, and Path Analysis metrics
- * Implemented Adobe Target A/B testing framework with custom success metrics and segment-specific experiences, **achieving 25% uplift in key conversion events** through personalized content delivery

• Data Platforms Architect, Unilever UK:

- * Spearheaded enterprise-wide AI Beauty Assessment tool deployment across 13 regions, utilizing **Adobe Experience Platform Launch and Analytics 2.0 APIs** to comprehensively track and optimize user journeys, while developing advanced performance analysis workflows that **reduced reporting time by 85%**.
- * Developed custom machine learning models using Python (**Scikit-learn, TensorFlow**) to drive customer segmentation and predictive analytics, resulting in a **52% increase in tool adoption** and a **32% growth in product upsell** through data-driven insights and strategic technological innovation.

• Data Engineer, Civitas and Avangrid:

- * Engineered enterprise-level cloud migration strategy to Microsoft Azure, implementing a robust data lake architecture utilizing **Azure Data Lake Storage Gen2** and **Azure Blob Storage**, with comprehensive automated **ETL** processes that enhanced data management and scalability.
- * Developed sophisticated **PowerBI** dashboards leveraging advanced **DAX and M Query techniques**, creating custom visualizations that enabled predictive maintenance analytics, resulting in a substantial **40% reduction in emission waste** and delivering high-performance data insights for strategic decision-making

Ezapp Solution

Jul-2021 – Dec-2021

Data Science Intern

Remote

- * Implemented a predictive analytics pipeline utilizing **PySpark** and **ARIMA** time series modeling to develop advanced house price forecasting capabilities, demonstrating expertise in data-driven predictive analysis.

Selected Research Papers

- **Gupta, V., Gaur, H., Vashishtha, S.:** A fuzzy rule-based system with decision tree for breast cancer detection. *IET Image Process.* 17, 2083–2096 (2023). [Publication Link](#) | [GitHub Link](#)
- **Elsayed, S., Gaur, H., Schmidhalter, M.:** Interpretation of the Influence of Hydrometeorological Variables on Soil Temperature Prediction Using the Potential of Deep Learning Model. *Knowledge-Based Engineering and Sciences*, 4(1), 55–77 (2023). [Publication Link](#)
- **Vashishtha, S., Gaur, H., Das, U. et al.:** Optifake: Optical flow extraction for deepfake detection using ensemble learning technique. *Multimed Tools Appl* (2024). [Publication Link](#)

Professional Certifications

Databricks Certified Data Engineer Associate <i>Field: Data Engineering (ETL)</i>	View Credential <i>Oct. 2024 - Oct. 2026</i>
Adobe Certified Professional - Adobe Analytics Developer <i>Field: Web Analytics</i>	View Credential <i>Mar. 2024 - Mar. 2026</i>
Adobe Certified Professional - Adobe Target Business Practitioner <i>Field: Personalization, Web Analytics</i>	View Credential <i>Feb. 2024 - Feb. 2026</i>
Adobe Certified Professional - Real-Time Customer Data Platform <i>Field: Profile Segmentation, Personalisation, Web Analytics</i>	View Credential <i>Apr. 2024 - Apr. 2026</i>
Microsoft Certified: Power BI Data Analyst Associate <i>Field: Reporting & Analytics</i>	View Credential <i>Jun. 2023 - Jun. 2025</i>
Microsoft Certified: Azure Solutions Architect Expert <i>Field: Azure Cloud Platform, ETL, ML</i>	View Credential <i>Apr. 2024 - Apr. 2025</i>
Google Analytics 4 Certification <i>Field: Web Analytics, GA4</i>	View Credential <i>Apr. 2024 - Apr. 2025</i>

Projects

SheCares: Advanced Breast Cancer Diagnosis Tool <i>Field: Data Science, Research</i>	GitHub Link <i>Project Development Duration: 3 months (2022)</i>
<ul style="list-style-type: none">• Developed an advanced predictive model for breast cancer detection utilizing a knowledge-based fuzzy inference system, achieving 97% accuracy. Engineered a sophisticated classification approach by transforming Wisconsin Breast Cancer Dataset features into linguistic variables using Mamdani inference methodology & centroid defuzzification• Tech Used: Python, MATLAB, Decision Tree algorithms, and Tkinter	

Education

Bharati Vidyapeeth's College of Engineering <i>Bachelor of Technology - Computer Science & Engineering (CGPA: 8.4)</i>	2018 - 2022 <i>Delhi, India</i>
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Awards and Merits

Best Citation Winner - AI&Data CoE — RnR 2023 <i>Won the award as the Best Citation Winner in the Rewards and Recognition 2023 Cycle Q2</i>	Aug. 2023 <i>Publicis Sapient</i>
Embracing the Future (Individual) - AI&Data COE <i>Won the award for Embracing the Future for my contributions in GenAI and Adobe Analytics use cases.</i>	Oct. 2024 <i>Publicis Sapient</i>