

HARSH SHRIVASTAVA

Data Analyst | Data Engineer | Data Scientist | Business Analyst

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EDUCATION

SRM University, Bachelor of Technology

Major: Computer Science and Engineering, Big Data Analytics, CGPA: 8.60/10.00

Chennai, Tamil Nadu

Batch of 2024

TECHNICAL SKILLS

Database	:	•	RedShift SQL	•	SSIS	•	MySQL	•	MongoDB		
Data Analysis	:	•	Excel	•	Python	•	R	•	Hive	•	PySpark
Cloud	:	•	Google Bigquery	•	Google Analytics	•	AWS S3	•	Azure Cloud		
Data Viz	:	•	Tableau	•	PowerBI	•	Looker	•	PowerPoint		
Deployment	:	•	Docker								
Statistics	:	•	Data Analysis	•	BI Tools	•	Statistics	•	Visualization	•	Research

WORK EXPERIENCE

Poshmark

Data Analyst Intern

Chennai

March 2024 – May 2024

- Enhanced user engagement by defining the Casual Seller Experience, driving significant platform growth. Conducted comprehensive data evaluations to identify trends and actionable insights, enhancing strategic decision-making processes.
- Applied Python, Redshift SQL, Looker, Excel, Databricks, Datagrip, and Quanta to deliver data-driven insights.

PROJECTS

Stolen Motor Vehicle Analysis – New Zealand's Data

November 2023 - December 2023

- Analyzed stolen vehicle data to identify key trends and patterns, examining over 5000 records.
- Developed visualizations to highlight insights, aiding understanding of vehicle theft dynamics and reducing analysis time by 25%. Implemented advanced statistical methods to enhance the reliability and validity of the results.

Customer Segmentation Analysis

October 2023 - November 2023

- Explored customer behavior using machine learning algorithms on a dataset of 7500 users.
- Built predictive models to refine customer segmentation, enhancing marketing strategy precision by 18%. Conducted in-depth evaluations to understand customer preferences and buying behavior, driving targeted marketing campaigns.

Trend Analysis and Visualization on News Data

September 2023 - October 2023

- Investigated a dataset of 10,000 news articles to uncover key trends and topics, improving trend identification accuracy by 20%.
- Created a visualization tool to help stakeholders interpret insights and make informed decisions, resulting in a 15% increase in user engagement.

Operation Analytics and Investigating Matric

August 2023 - September 2023

- Implemented a data tracking system for daily monitoring of key performance indicators (KPIs), tracking over 100 metrics.
- Automated reporting processes to increase accuracy and reduce manual workload by 12%. Developed custom dashboards and reports to provide real-time insights into operational performance.

CERTIFICATIONS

- Google Data Analytics Professional
- AWS Academy Data Analytics
- Certified Tableau Developer
- Google Business Intelligence Professional
- Leetcode- SQL Badge, Pandas Badge

ACHIEVEMENTS

Committee Head	Discipline - Directorate of Student Affairs – SRM.	June 2022
Pre-Finalist	SIH Campus Hackathon.	March 2022
Participant	Adobe Analytics Challenge.	September 2022
Participant	Data Challenge Qualifier - IIT Kanpur	March 2023
Participant	Hero Challenge Qualifier - Hero Motors	April 2023