

## Contact

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harshitarora26 (LinkedIn)

## Top Skills

Machine Learning

Data Visualization

Business Analytics

## Languages

English (Full Professional)

Spanish

Hindi (Native or Bilingual)

## Honors-Awards

MSBA Best Capstone Project Award

Dean's List

# Harshit Arora

Associate Consultant at IQVIA | Ex-ZS | Emory MS in Business  
Analytics  
Atlanta

## Summary

I am an experienced analytics professional who has helped Fortune 500 companies solve complex business problems using data-driven methodologies. With skills in Machine Learning, Data Visualization & Database Management, I aim to apply advanced analytics techniques to generate insights that can drive complex decision making.

Prior to pursuing an MSBA from Emory University, I worked in the Consulting space at ZS Associates, where I demonstrated strong quantitative skills by analyzing customer and sales data to transform customer retention and go-to-market strategies.

I thrive in situations where teamwork is key and perform brilliantly in dynamic and challenging conditions.

- Languages: SQL, Python (scikit-learn, NumPy, pandas, TensorFlow), R (dplyr, tidyverse)
- Analytics Tools: AWS, Google Cloud, Excel, RapidMiner, Spark, MySQL, Tableau
- Techniques: Machine Learning (Classification, Regression, Clustering, Random Forest, XGBoost, Neural Networks, PCA, Text Analysis, Recommendation Systems), Statistical Methods (Hypothesis Testing), Survey Design & Analysis, Database Management

Feel free to reach me at [harshit.arora@emory.edu](mailto:harshit.arora@emory.edu)

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## Experience

**IQVIA**

Associate Consultant

July 2020 - Present (2 months)

United States

Emory University - Goizueta Business School

Capstone: Student Data Scientist

January 2020 - May 2020 (5 months)

Atlanta, Georgia, United States

Client: The Home Depot

Highly-scalable model-based project aimed at improving in-store visualizations using Machine Learning techniques

- Analyzed unstructured customer reviews data using NLP techniques to uncover most impactful product features across several product categories
- Provided client leadership with key recommendations to improve visual designs, thereby improving customer experience and boosting sales
- Served as the client lead, responsible for leading weekly check-in meetings, reviewing deliverables and ensuring smooth communication between the team and client leadership

Won the Best Capstone Project Award among 11 teams

Tools: Google BigQuery, Python, Microsoft Office Suite

ZS

Decision Analytics Associate

June 2018 - June 2019 (1 year 1 month)

Gurgaon, India

- Discovered key factors for low customer retention by analyzing quantitative survey data from 6,000+ customers using R and Excel; Utilized Max-Diff approach to rank product & service attributes by importance
- Reduced sales-force cost by \$22MM/year by building and deploying a market coverage and optimization model for a Fortune 100 Healthcare client in Europe; Presented modeling approach & insights to clients in cross-functional teams
- Delivered roadmap to increase market share by 20% over 3 years by quantifying the consumer pathway and identifying key customer leakage points through market research; Extrapolated results to national level and drafted recommendations for market development tactics
- Analyzed effectiveness of pharmacy detailing by leveraging inferential statistics such as t-tests to compare results of A/B testing on test and control markets

- Led training and best-practices sessions for Excel and PowerPoint for 15-20 new recruits on a bimonthly basis

### Deloitte Consulting

#### Business Analyst Intern

August 2017 - September 2017 (2 months)

Gurgaon, India

- Improved service rate by 15% by investigating and eliminating bottlenecks in car service & repair operations of a Fortune 100 automobile client through statistical analysis of observational data
- Secured additional engagements worth 50,000\$ by recommending unsupervised machine learning techniques to segment customers and improve targeting strategy

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## Education

### Emory University - Goizueta Business School

Master of Science in Business Analytics · (2019 - 2020)

### Guru Gobind Singh Indraprastha University

Bachelor's degree, Information Technology · (2014 - 2018)