

Harish Morekonda

Data Scientist

Portfolio

LinkedIn

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(513) 800-9164

Proactive problem solver with extensive experience working on descriptive and predictive analytics, delivering valuable insights and building strategies that maximize impact. My aspiration is to leverage analytics to enable data-driven decision making in challenging business cases and create new value.

EXPERIENCE

SAP, Business Process Consultant

BANGALORE, INDIA - AUGUST 2015 - MARCH 2018

- Analyzed cross-functional business processes and designed end-to-end enterprise applications to improve strategies and operations
- Developed reports and dashboards using SQL, ABAP and Javascript that enable descriptive analytics for CPG and B2B customers
- Engaged with global clients and coordinated across teams to deliver 6 multi-million dollar projects successfully
- Prepared a trend-setting estimation matrix to evaluate effort and cost of landscape transformations - Put to use for more than 25 customers
- Received 2 Appreciate Awards for diligent effort and commitment

PROJECTS

Customer Centricity vs Operational Excellence

- Analyzed customers' purchase behavior of a retail chain's personalized coupons to understand the promotional performance
- Identified from a 2-year long dataset of 2500 households that personalized campaigns performed 2 times better

LM vs ML

- Compared linear regression models against modern tree-based and boosted ensemble machine learning techniques
- Applied supervised classification models on the imbalanced IBM employee attrition dataset with an emphasis on specificity
- Random forest accurately predicted attrition of 80% of the employees

Investment Property Recommendation

- Created an interactive R Shiny app that recommends best zip codes in California to invest properties in
- Calculated the break-down period based on median housing values provided by Zillow and the median daily rentals of listings in Airbnb

EDUCATION

University of Cincinnati, Master of Science in Business Analytics, GPA - 3.8

CINCINNATI, OHIO - AUGUST 2018 - JULY 2019

Amrita University, B.Tech in Electronics and Instrumentation Engineering, First Class

COIMBATORE, INDIA - AUGUST 2011 - MAY 2015

SKILLS

Machine Learning

Data Wrangling

Visualization

Business Intelligence

Probability

Statistics, Hypothesis Testing, ANOVA, Confidence Intervals

TOOLS

R, RShiny, tidyverse, ggplot

Python, pandas, scikit

SQL, mongoDB

Tableau

Hadoop, PySpark

SAS, SPSS, KNIME, FICO Xpress

EXTRAS

Big Data Specialization

Coursera

Business Foundations

Coursera

SAP Certified Development Associate

ABAP with Netweaver

VP of Professional Development

INFORMS, University of Cincinnati