Harish Morekonda

Data Scientist

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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.

PROJECTS

Customer Centricity vs Operational Excellence

- Customers' purchase behavior to a retail chain's personalized coupons were analyzed
- Two years of data from 2500 households concluded that non-personalized campaigns performed just as well

K-Means Clustering - A Sparse Version of PCA

- Explored the idea of PCA being the continuous solutions to the discrete cluster membership of K-means
- European countries grouped based on employment distribution

LM vs ML

- Comparison of Linear Models against modern tree-based ensemble Machine Learning techniques
- Supervised classification models applied on the imbalanced IBM employee attrition dataset with emphasis on Specificity
- Comparable area under the curve demonstrate GLM's appeal

EXPERIENCE

SAP, *Associate Development Consultant*

BANGALORE, INDIA - AUGUST 2015 - MARCH 2018

- Analyzed cross-functional business processes and designed end-to-end enterprise applications
- Developed reports and dashboards to improve strategies and operations using SQL and ABAP
- Prepared a trend-setting estimation matrix to evaluate effort and cost of landscape transformations
- Received Appreciate Awards for diligent effort and commitment

EDUCATION

University of Cincinnati, *Master of Science in Business Analytics*

CINCINNATI, OHIO - AUGUST 2018 - JULY 2019

Amrita University, *B.Tech in Electronics and Instrumentation Engineering*

COIMBATORE, INDIA - AUGUST 2011 - MAY 2015

SKILLS

Machine Learning

Data Wrangling

Visualization

Business Intelligence

Probability

Statistics, Hypothesis Testing, Confidence Intervals, ANOVA

TOOLS

R, RShiny

Python

SQL

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