

Harish Morekonda

Online Portfolio

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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 and create new value.

EDUCATION

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

CINCINNATI, OHIO - AUGUST 2018 - JULY 2019

Bachelors in Electronics and Instrumentation Engineering, Amrita University, First Class

COIMBATORE, INDIA - AUGUST 2011 - MAY 2015

EXPERIENCE

Business Process Consultant, SAP

BANGALORE, INDIA - AUGUST 2015 - MARCH 2018

- Analyzed cross-functional business processes and designed end-to-end applications to improve strategies and operations
- Developed reports and dashboards using OpenSQL, ABAP (Advanced Business Applications Programming) and JavaScript, enabling descriptive analytics for customers across industries and geographies
- Engaged with global clients and coordinated across teams to deliver 6 multi-million dollar projects successfully
- Experienced in Retail, Finance, Sales and Distribution, Warehouse Management, and Pricing domains
- Prepared a trend-setting estimation matrix to evaluate effort and cost of landscape transformations
Led the team that prepared the analysis reports for over 25 customers
- Mentored fresh hires and conducted trainings. Received 2 Appreciate Awards for diligent effort and commitment
- US Work Experience - Leading cosmetic company in Los Angeles - 2018
Managed a team of 3 and engaged with onsite senior management for effective and successful closure of go-live phase

ACADEMIC PROJECTS

Linear Modeling vs Machine Learning

- Compared logistic 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
- Accurately predicted the attrition of 80% of the employees using random forest - bit.ly/mrhn-LMvML

Customer Centricity vs Operational Excellence

- Analyzed customers' purchase behavior of a retail chain's personalized coupons to understand promotional differences
- Identified from a 2-year long data of 2500 customers that personalized campaigns performed 100% better - bit.ly/mrhn-CCvOR

Investment Property Recommendation

- Created an interactive R Shiny app that recommends best zip codes to invest in for short term property leasing
- Calculated the break-down period based on median housing values provided by Zillow and the daily rentals of listings in Airbnb
- Plotted the zip codes on a map with the ability to choose based on principal/interest/breakeven - bit.ly/mrhn-invest

K-Means Clustering - A sparse version of PCA

- Explored the idea of Principal Components being the continuous solutions to discrete cluster membership of K-Means
- Grouped European countries based on employment data and matched it against their matrix factorization - bit.ly/mrhn-kmeans

Predictive Modeling on Boston Housing Prices

- Applied linear and regularized regression on Boston housing data to accurately predict prices and identify influential factors
- Tuned the hyper parameters of tree-based and boosted models to improve the model prediction error
- Reduced the error 3-fold by employing a neural network - bit.ly/mrhn-boston

SKILLS & TOOLS

Data Wrangling, Visualization, Business Intelligence, Probability, Statistics, Hypothesis Testing, ANOVA, Confidence Intervals
Regression, Classification, Decision Trees, Random Forest, Gradient Boosting, Neural Networks, SVM, PCA, Clustering, Associations
R, RShiny, tidyverse, ggplot, plotly, Python, numpy, pandas, scikit, Matplotlib, SQL, mongoDB, Tableau, Hadoop, PySpark, Excel,
SAS, SPSS, KNIME, FICO Xpress, SAP Predictive Analytics

EXTRAS

Big Data Specialization, Offered by University of California, SanDiego - Coursera

Business Foundations, Offered by University of Pennsylvania - Coursera

SAP Certified Development Associate, ABAP with Netweaver

VP of Professional Development, INFORMS - University of Cincinnati