

# Harsh Harsh

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## PROFILE

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Master of Science in Business Analytics candidate at UC Davis. Data-driven and curious analyst with two years of experience working in the gaming and education industry with expertise in monitoring user behavior.

**Specialties:** Exploratory Data Analysis, Data Visualization, Root Cause Analysis, Product Instrumentation

**Technologies:** R, BigSQL, MySQL, Python, Tableau, Experiment Design (A/B tests, Switch-back), Adobe Analytics

## HIGHLIGHTED EDUCATION

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### University of California, Davis (UCD)

San Francisco, CA

Master of Science, Business Analytics

Expected Jun. 2022

*Planned Coursework: Data Management, Advanced Statistics, Big Data, Cloud Computing, Machine Learning*

### Johns Hopkins University (JHU)

Baltimore, MD

Master of Science in Engineering, Mechanical Engineering

Apr. 2018

*Highlighted Coursework: Computational Mechanics, Numerical Methods*

### Indian Institute of Technology, Kanpur

Kanpur, IND

Master of Technology, Aerospace Engineering

Jun. 2016

*Highlighted Coursework: Linear Algebra, Partial Differential Equations, High-Performance Computing*

## PRACTICUM EXPERIENCE

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### KQED

San Francisco, CA

Data Analyst, Practicum Project

Sept. 2021 – Jun. 2022

*As part of the MSBA, working on optimization of donor retention strategies for a non-profit media company with 1.3M active users by building and implementing revenue growth schemes.*

- Cleaned, unified, and segmented 5M+ customer records from multiple data sources using **Python & SQL**.
- Improved model accuracy by 60% by developing data-imputation technique for columns with low cardinality using XGBoost in **Python**.
- Developed a churn prediction model with 80+% precision in **Python** to create insightful user archetypes.
- Leveraged decision tree to establish user archetypes and provide business insights accordingly on consumer experience, acquisition, and retention.

## PROFESSIONAL EXPERIENCE

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### Graduate School of Management, University of California, Davis

San Francisco, CA

Graduate Research Analyst

Nov. 2021 - Present

*Analyzing Kickstarter meta-data to predict the project status*

- Conceptualized a data scraping sub-routine in **Python** to extract data from the Kickstarter website.
- Implemented sentiment analysis on project description in **R** to predict project status with **~88%** accuracy.
- Developing a code in **R** to include time-series data (text, images, videos, comments) in the ML model.

### Megashots Internet PVT LTD (getMEGA)

Bengaluru, IND

Product Analyst

Sept. 2019 - Jul. 2021

*One of the first 25 employees for a Series A funded "Pay to Play" gaming startup in a highly competitive market*

- Consistently rated as a top performer in bi-annual reviews for high reliability of analysis and impact.
- Increased user engagement over **10 folds** using Python. Devised and implemented a question difficulty personalization algorithm to maximize user engagement.
- Reduced fraudulent users by **350%** using BigSQL and Python to create a detection and prediction model.
- Conducted various **A/B tests** to incrementally increase average user gameplay time by **25%**.