Harsh Harsh

(628) 235-4291 ◆ hharsh@ucdavis.edu ◆ San Francisco, CA ◆ linkedin.com/in/harshharsh/ ◆ blog

PROFILE

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

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

PROFESSIONAL EXPERIENCE

Graduate School of Management, University of California, Davis   **San Francisco, CA**

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.

Venture Hive LLC.   **Miami, FL**

Senior Data Analyst   Jun. 2020 - Jul. 2021

Recruited to lead analytics for Miami-based accelerator platform with businesses in 10 countries world-wide

- Led analytics to enhance program experience, and administered flagship mentorship program.
- Decreased entrepreneur dissatisfaction **35%** using matching algorithm in **Python**.
- Developed an algorithm in **Python** to distribute equity among mentors based on their contribution.

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.
- Grew player engagement by **500%** leveraging BigSQL and Tableau by engineering a skill based rating system that optimized matchmaking based on user behavior.
- Conducted various **A/B tests** to incrementally increase average user gameplay time by **25%**.