

# Harsh Harsh

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## PROFILE

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I work as a Data Scientist in Simpl's anti-fraud team, where my data-driven and inquisitive mindset enables me to monitor user behavior and extract valuable insights. Drawing on my experience spanning the gaming and tech sectors over the past four years, I bring specialized expertise to support our fraud prevention efforts.

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

**Technologies:** R, BigSQL, MySQL, Python, Tableau, Experiment Design (A/B tests, Switch-back), Redshift, Tableau, QlikSense PowerView, MongoDB

## HIGHLIGHTED EDUCATION

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### University of California, Davis (UCD)

San Francisco, CA

Master of Science, Business Analytics

Jun. 2022

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

*\* Nominated for **Beta Gamma Sigma** membership as one of the top-performer in the 2022 batch of students*

### 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

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### Simpl, Inc.

San Diego, CA

Data Scientist (Risk)

Jun. 2021 – Present

*Series-B funded startup with over 1.5 million monthly active users, second largest BNPL player in India*

- Instituted MIS automation upon joining Simpl, resulting in a weekly time savings of **32 hours**.
- Implemented rule-based filters based on user network connectivity, resulting in monthly savings of **\$30,000** in defaulted money for Simpl.
- Led the productionization of **ML** models that leveraged user behavior data to catch fraudulent users, resulting in a **20%** reduction in experienced user delinquency for the organization.
- Successfully managed ad-hoc projects assigned by the **CFO** to meet business objectives.
- Actively collaborating with cross-functional teams to drive progress on a network analytics project focused on analyzing user defaulting behavior.

### Megashots Internet PVT LTD (getMEGA)

Bengaluru, IND

Product Analyst

Sep. 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 recognized as a top performer for driving impactful outcomes in bi-annual reviews.
- Achieved over a ten-fold increase in user engagement through Python-based development and implementation of a personalized question difficulty algorithm to drive optimal engagement.
- Successfully reduced fraudulent users by **350%** through the creation and implementation of a detection and prediction model leveraging BigSQL and Python.
- Engineered a skill-based rating system utilizing BigSQL and Tableau to optimize matchmaking based on user behavior, driving a remarkable **500%** increase in player engagement.
- Led multiple A/B tests, resulting in an incremental 25% increase in average user gameplay time.