

Harsh Misra

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- MIS graduate with experience in Data Analytics and Business Intelligence; expertise in Quantitative Analysis and Statistics
- Working as a Graduate Assistant at University of Illinois in the field of Data Visualization and Predictive Modelling
- Experienced in Financial and Healthcare domain; a team player with excellent communication and project management skills

TECHNICAL SKILLS:

BI/Data Analytics: R, Python, Google Analytics, Advance Excel, SAS **Databases:** MySQL, Oracle, SAP HANA, SQL Server
Data Visualization: Tableau (Desktop/Server), R studio, Power BI **Programming:** Python, SQL, JSON, C, JavaScript, HTML
Stats/Machine Learning: Regression, Modeling, Hypothesis Testing, Clustering, Sentiment Analysis, Support Vector Machines

EDUCATION:

- **University of Illinois at Chicago (UIC)**, Master of Science in Management Information Systems, GPA 4.0 **December 2019**
- **Jaypee Institute of Information Technology**, Bachelor of Engineering in Information Technology, GPA 3.7 **June 2015**

PROFESSIONAL EXPERIENCE:

Business/Finance Data Analyst, Pactiv Corporation, USA **May 2019 – July 2019**

Project: Tier Room KPIs and Audit Process Automation || R studio, Tableau, Python, Automation Anywhere (RPA) and Excel

- Published dashboards to analyze key Tier Room KPI for 40+ manufacturing plants, increasing efficiency of 12 plants
- Created a robotic process for automating the invoice/BOL generation process for audit using RPA, lowering process time by 40%
- Blended data from HANA, SQL and Oracle data sources to streamline the ETL process, reducing load on tableau servers by 25%

Programmer Analyst, Cognizant Technology Solutions, India (Client: Xerox Healthcare) **January 2016 - December 2017**

Project: Life@ Work HealthCare for Xerox healthcare || Google Analytics, Angular JS, Bootstrap, JIRA and SQL

- Designed individual client schemas and developed and enhanced healthcare modules for 20+ client companies
- Devised Rapid M solution to automate data management process for each enrollment period, reducing manual processes by 20%
- Integrated google analytics on existing modules, reducing time to market individual client portals

Business Analyst Intern, Genpact Headstrong Capital Markets, India **June 2014 – August 2014**

Project: Batch Factory – Invoice Management for CVS Caremark || RAD, Power BI, XML, Java, SQL Server, Project Management

- Involved in the prototyping, testing, requirement gathering, documentation and optimization of invoice application system
- Designed visualization to display revenue reports and product purchases for CVS pharmacies

ACADEMIC PROJECTS:

Marketing Strategy and Channel Mix for Gestalt D (Tableau, Customer Segmentation) **January 2019 – March 2019**

- Analyzed the volume/content on social media by competitors and recommended strategies, increasing engagement rate by 50%
- Implemented operational strategies to improve the value proposition of online stores in designer industry

Product pricing Analysis (R studio, Tableau, MS Excel, Dimensionality Reduction) **January 2019 – April 2019**

- Scrapped and extracted data from a UK based e-commerce website for statistical analysis of the product prices and specifications
- Developed hypothesis for brand value and performed linear and logistic regression on product data, using PCA for factor analysis

Network and Security Data breach in Financial Sector (Tableau, Excel, SAS) **October 2018 – December 2018**

- Cleaned and analyzed 2 million data records for security breaches in financial sector and created dashboards for digital reporting
- Forecasted number of breaches in future years and used clustering to identify breaches which resulted in losses greater than 5M

Social Media Analysis of Chicago Area Hospital (R studio, Tableau, Python and Excel) **February 2018 – May 2018**

- Extracted social media data of top 10 Chicago area hospitals and performed content analysis to asses their marketing strategies
- Implemented regression and vector scale models to analyze variables used in strategic decisions and tweet categorization

Visualizing on-Time Performance Metrics of Delta Airlines (Tableau, Business Statistics, Advance Excel) **February 2018 – May 2018**

- Implemented stories, interactive dashboards, delay metrics, LOD expression for competitive analysis and operational insights
- Created network maps, and recommended profitable routes for airline's business expansion/opportunity identification

Course Evaluation for Udemy (Advance Statistics, R and Regression Modelling, Tableau) **March 2018 – May 2018**

- Extracted, cleaned and transformed Udemy's course data, to identify the impact of customer reviews on course engagement
- Performed univariate/bivariate analysis, hypothesis testing and regression to obtain segmented results for each course category