

HARSHAL VAZA

BUSINESS ANALYST

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📍 Orange County, CA

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EDUCATION

University of California, Irvine - Paul Merage School of Business

08/2020 – Present

Master of Science in Business Analytics

Relevant Coursework: *Customer and Social Analytics, Product Management, Machine Learning, Applied Forecasting (Alteryx), Statistics for Data Science, Natural Language Processing (Hadoop)*

University of California, Irvine – School of Social Sciences

09/2017 - 06/2020

Bachelor of Arts in Economics, *Magna Cum Laude*

Relevant Coursework: *Statistics, Consumer Psychology, Accounting (Excel), Digital Design, Ethics, Electronic Culture*

EXPERIENCE

BUSINESS ANALYST | IRVINE, CA

01/2021 – Present

Paciolan

- Built a novel user segmentation strategy by utilizing RFM clustering, A/B testing, and machine learning on historical company data to segment donors into distinct marketable groups to improve response rate.
- Collaborated with a diverse, cross-functional team and served as the liaison between stakeholders, UCI Paul Merage faculty advisors, and back-end developers to bring vision and organization to the creative process.
- Wrote efficient SQL queries to extract data from Snowflake data warehouses and created visualizations using Tableau.

BUSINESS MANAGER | ANAHEIM, CA

08/2018 – 08/2020

Vanza Corporation

- Trained 9 employees and organized weekly work schedules to decrease client wait time and increase sales by 30%.
- Created and launched marketing campaigns and client loyalty programs to improve Yelp ratings from 3.8 to 4.7.
- Defused conflicts with clients and employees by listening, understanding, and adapting during charged social situations.

PRESIDENT | IRVINE, CA

03/2019 – 06/2020

UCI Real Estate Association

- Developed a student education plan focused on strengthening commercial, residential, and online real estate literacy.
- Managed 8 board members and held individuals accountable for deadlines through quarterly performance reviews.
- Built relationships with corporate sponsors, real estate brokers, and UCI Merage alumni to develop a community of students interested in pursuing careers in the real estate industry.

MARKETING INTERN | FULLERTON, CA

05/2018 – 08/2018

Century 21 Discovery

- Conducted extensive research on market trends and property portfolios and presented to clients using PowerPoint.
- Created and distributed marketing material publicizing events and opportunities for high profile clients increasing client call backs by 20%.
- Managed social media accounts, websites, and newsletters to increase customer engagement and rate of referral.

PROJECTS AND ACTIVITIES

Vax-The-Nation (Google Data Cloud Hackathon)

02/2021

- Placed 1st at Google Data Cloud Hackathon for Best Modeling and Innovation title and earned \$10,000 in AWS credits.
- Ideated a COVID-19 vaccination broadcast alert system that would solve the problem of wasted vaccines and vaccine skepticism through social network theory.

Andaaz A Cappella

10/2017 – 5/2020

- Composed, blended, and produced South Asian and pop songs by creating melodies and harmonies representative of Desi-American Culture.
- Fostered a team that sustained a steady flow of thoughtful ideas and musical criticisms in a sensitive environment.

SKILLS

Python

SQL

SDLC

Excel

Word

PowerPoint

R

Tableau

Agile (Jira)

Machine Learning

Alteryx

AMPL