**Harsh Shah**

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**Business Analysis | Data Analysis | Data Science**

**EDUCATION**

**Pace University - Seidenberg School of Computer Science and Information Systems** **New York, NY**

Master of Science (MS) in Information Systems | **GPA**: 3.46 May 2020

**Thadomal Shahani Engineering College** **Mumbai, India**

Bachelor of Engineering (BE) in Computer Science | **GPA**: 3.27 June 2018

**TECHNICAL SKILLS**

**Databases:** MySQL, SQL Server, MS Access

**Programming Languages:**  Python, R, RapidMiner, PHP, C, C++, Java, CSS, HTML, Teradata

**Software:** Tableau, MS Excel, MS Visio, Power BI, Jira

**Tools and Methodologies:** Google Analytics,Agile, Waterfall, A/B Testing, SDLC

**Core Competencies:** Business Intelligence, Visualization, OLTP, OLAP, Data Warehousing

**RELEVANT COURSEWORK**

Relational Database Management Systems | Big Data & Information Systems | Data Warehousing Visualization and Mining | Database Programing | Database Design and Web Development | Information Systems and Control | Project Management

**EXPERIENCE**

**STEAM Works Studio | Python Instructor** July 2019 – Present

* Work closely with several students to help them understand various concepts and libraries of Python programming (Pandas, NumPy), providing students with better insight and developing strong communication skills

**Slangcode | Business Analyst** June 2015 – June 2017

* Set up data flow to extract customers for targeted marketing and membership renewal, increasing retention ratio by 21%
* Tuned the **SQL** query by using optimizing techniques such as Joins and Limits reducing the time to obtain customer details
* Analyzed customer database using RFM analysis to determine business insights regarding customers for promotions
* Utilized MS Excel to categorize budget reports into detailed pivot table to develop improved company financial strategy
* Designed and Developed **ETL** process to integrate data from different sources, performing extraction and sharing it on a common platform to reduce time and complexity of data processing
* Developed dashboards using **Tableau** to monitor large datasets simultaneously and customer management by identifying key metrics
* Developed marketing briefs, including research, analyses, and key strategies that served as strategic foundation for marketing and creative efforts
* Collaborated with client professionals, gathering information to enhance website features, resulting in a more interactive and user-friendly platform
* Informed project team on emerging issues related to business and financial operations as stakeholder manager
* Drive implementation of best agile practices: dynamic team collaboration, informative metrics, build KPIs and RFP

**ACADEMIC PROJECTS**

**Twitter Sentiment Analysis Using Python** March 2020 – May 2020

* Performed sentiment analysis on 20,000 Tweets using Python on dataset to understand customer feelings towards product
* Tokenized Tweets and passed token to sentiment classifier to determine Tweet sentiment

**Data Modeling and Data Mining using Rapid Miner** May 2019 -- August 2019

* Collected, cleansed, and provided modeling and analyses of structured and unstructured data used for HR employees
* Performed logistic regression using binomial operator to obtain employee retention rate
* Calculated high accuracy of true category using Confusion matrix, which increased from 74.78% to 83.61%

**Data Visualization (Insurance policy decision making) using Tableau**  March 2019 – May 2019

* Managed public dataset of 15,000+ records and visualized statistics using Tableau to analyze insurance policy type with respect to location