Harshvardhan Pareek

📞 +91-7976035548   ✉ hpareek1995@gmail.com   in https://www.linkedin.com/in/harshvardhanpareek/
https://www.kaggle.com/harshvardhanpareek   ⓞ https://github.com/Harsh-1308

SUMMARY

A PG Diploma in Data Science and Business Analytics from **UpGrad and IIIT- Bangalore**. Having **4 years** of work experience in gathering, analyzing, interpreting, and presenting crucial findings from all types and sizes of datasets.
By combing my attention to detail, love for data, and excellent communication I am seeking to grow into the field of data analytics.

KEY SKILLS

• Machine Learning Algorithms • Optimization Techniques • Data Analysis
• Data Visualization • Data Mining • Data processing • EDA • Presentations • Developing Reports • Databases • Data extraction • Problem-Solving • Business Dashboards • Data Preparation • Predictive Modeling • SQL Server • Perform Root Cause Analysis • ETL • Cloud Databases

TECHNICAL SKILLS

Languages: Python (NumPy, Pandas, Scikit-learn, Pyspark), R
Database: MySQL, PosgreSQL
Statistics/Machine Learning: Linear and Logistic Regression, Clustering, Decision Trees, Random Forest, Time series forecasting
Tools: Tableau, MS Excel, Power Bi, SAS, AWS, MS Outlook, Acrobat Pro, MS Word, PowerPoint, MS Dynamics 365(CRM), Jira, MS Teams, Slack, Facebook, SQL Server

PROFESSIONAL EXPERIENCE

Consultant   Jul '21 - Jul '22
Adobe Systems   Noida, IN

It is a contractual job deployed for Adobe systems (Noida) as a full time employee at TeamLease.Digital

- **Built operational reporting on Tableau** to find the areas of improvement for Adobe Acrobat and Document Cloud services
- Extracting raw data from databases and read and analyze it **through SAS/Access**
- Managing community forums page data and **creating reports and dashboards** for top trending issues using **Tableau.**
- Initiated a project for improving the **first time resolution rate by mining and analyzing data in python** using pandas
- **Deck creation** and presenting **monthly insights** to the Product managers and core developers
- Creating tabular, matrix, drill- down and drill through reports and graphs using **SQL Server Reporting Services**

Technical Support Executive   Sep '19 - Jul '21
Teleperformance India   Jaipur, IN

In technical support for Adobe Acrobat product and services

- Created weekly LOB **evaluation reports** for supervisors and management. Reports included problem areas in the LOB requiring attention and suggestions on resolving specific issues
- Involved in reviewing and designing Microsoft **dynamics 365 dashboard, forms, workflow, reports**, and integration with other systems like ERP and BI
- Received an **average 90% customer satisfaction** rating, 15% higher than the company average
- Coordinated with **Enterprise IT teams** to provide timely resolution for the best customer experience

Marketing Manager   Jan '18 - Mar '19
Ankganit Solutions pvt ltd.   New Delhi, IN

- Taken complete ownership of the marketing process, **forecast sales** for specific periods, and generated the targeted revenues
- Created a **strategic roadmap and execution plan** for the acquisition of the company with the overall organizational objectives
- Conducting **quantitative research** in various areas, including advertising, branding, segmentation, positioning, and customer satisfaction/customer experience measurement
- **Surveyed 1000+ students** from the top institutes of Delhi/NCR for developing new marketing initiatives such as social media, events, or crossover collaborations to strengthen engagement with the target audience

EDUCATION

Post Graduation Diploma in Data Science Specialization in Business Analytics   Apr '21 - Aug '22

IIIT Bangalore & upGrad   Bengaluru, IN

- **Course Modules:**
    - Data Analysis in Excel | Analytics Problem Solving | Data Analysis using SQL | Introduction to Python
    - Programming in Python | Python for Data Science | Inferential Statistics | Hypothesis Testing
    - Introduction to Machine Learning and Linear Regression | Logistic Regression | Tree Models

BTech in Electronics and Communication Engineering   Aug '13 - Nov '20

BKBIET, Pilani (RTU)   Pilani, Rajasthan

KEY DATA SCIENCE PROJECTS

- **Credit card fraud analysis** (Link)
    - Objective: Understanding of **risk analytics in banking and financial services** and understand how data is used to minimize the risk of losing money while lending to customers.
    - Solution: Identified the most defaulters category using **EDA**
    - Key Achievement: understanding how a company can utilise this knowledge for its portfolio and risk assessment.

- **Lead scoring case study for X Education company** (Link)
    - Objective: Assist X Education in identifying the most promising prospects, i.e. those most likely to become paying clients.
    - Solution: Create a **logistic regression model** to award each lead a score between 0 and 100. A higher score indicates a hot lead that is most likely to convert, while a lower value indicates a cold lead that is unlikely to convert.
    - Key Achievement: Created a model with an **Accuracy score 0.786.**

- **Bike sharing demand analysis for BoomBikes** (Link)
    - Objective: understand the demand for shared bikes among the people after this ongoing quarantine situation ends across the nation due to Covid-19.
    - Solution: Designed **Linear regression model** to understand how exactly the demands vary with different features.
    - Key Achievement: Able to conclude which factors are affecting the demands with **R square score 79.7**

CERTIFICATIONS

1. **Google Certification** of Fundamentals of Digital Marketing | ID- 4TY 34Y KMR | Date- 14/04/2018
2. **Cisco Certification** of Networking Associate (CCNA R&S) | ID- CSCO13459717 | Date- 27/06/2019
3. **SQL certificate** from **LinkedIn** and Hackerrank | ID- 2804643BB4CF | Date- 17/11/2021
4. **Python programming certification** from Hackerrank | ID- 4875A60B60BD | Date- 17/11/2021