

# HARSHAL SAPTARSHI

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## SUMMARY

- MS Information Systems graduate with concentration in Business Analytics with 2+ years of relevant experience in data analysis and web development.
- Vast experience in dealing with 100+ clients for business development application, focusing on multiple platforms.
- Acute knowledge of databases, technical language and visualization tools.
- Self-starter and ability to adapt and learn new things quickly.
- Excellent communication and documentation skills.
- Acquired in depth knowledge of Data Analysis, Marketing Analysis and Business Analysis.

## TECHNICAL SKILLS

<b>Languages</b>	Python, R, Java, Shell scripting, JSP, XPath & XSLT, C/C++, .NET Framework
<b>Database</b>	Microsoft SQL Server 2016, Oracle, MySQL, Hive, Vertica
<b>Visualization</b>	Tableau, Power BI, Alteryx, Google Analytics Certified
<b>Advanced Excel</b>	Pivot tables, VBA, Macros, Filtering Data, Data Analysis and Solver
<b>Machine Learning Algorithms</b>	Logistic Regression, Naive Bayes, Decision Tree, Random forest, k-means clustering
<b>Machine Learning Packages</b>	TensorFlow, SparkML, sci-kit learn package, caret, rpart
<b>Platforms</b>	Mac-OS, Windows, Linux and UNIX, Android
<b>App &amp; Web Servers:</b>	WebLogic, WebSphere

## PROFESSIONAL EXPERIENCE

### Softvan

#### Data Marketing Analyst

June '2014 - June '2016

Softvan has served companies belonging from diverse industrial backgrounds such as education, healthcare, e-commerce platforms, consumer portals, logistics and the list goes on. Softvan is known for its efficiency, effectiveness, accuracy and the excellent customer satisfaction.

**Responsibilities:** Data Modelling, Data Extracting, Data Reporting, Visualization, Dashboard, Statistical Analysis, Data Pre-processing, Client Interface, Digital Marketing and Web Development

**Tools Used:** SQL, Tableau, MS Excel, MS Visio, MailChimp, R, Python, Java, Google Analytics

- Created visually impactful dashboards in Tableau and Excel for data reporting by using pivot tables and VLOOKUP for 250 clients in marketing department.
- Analysed the traffic and conversions from the online campaigns using Google Analytics generating 20% profit to attract clients across the globe.
- Performed Statistical analysis on large data sets by applying machine learning algorithms using R, SPSS.
- Managed the extraction, transformation, and population of large data files and databases.
- Conducted data mining, statistical analysis, business intelligence gathering, and benchmarking in 15 projects.
- Developed a web application on E-Commerce website using Java, SQLYog, JSP and Servlets affiliating with 90 local stores.
- Designed and deployed a multi-tier application utilizing AWS tools including EC2, S3, RDS, Dynamo DB and SNS focusing on fault-tolerance, high- availability and auto-scaling.

## PROJECT EXPERIENCE

### Music Detection based on personality types (Capstone Project)

Jan '2018 - May '2018

- Built a prediction model based on 1000 surveys, considering genre, GPA and music preferences.
- Analysed 30 variable understanding people's Big 5 personality traits, Mood, geography, race and gender.
- Conducted A/B test, Chi square test, quantitative analysis, ANOVA/t-test, Kruskal Wallis test for data merging.
  - *Tools used:* Python, Machine learning packages, R, SPSS, Excel, Tableau, Qualtrics
  - *Outcome:* Most preferred music genre was Pop/Soft Rock

### Database Mail Ordering System

June '2017

- Created a robust computerized mail ordering system by evaluating various department needs and created a prototype in .NET using MS SQL Server for the database connectivity.
  - *Tools used:* Microsoft SQL Server 2016, .Net, MS Visio

### HR Data Analysis using R

Jan '2017 - April '2017

- Built a Multiple Regression Model for prediction and Logistic Regression model for classification.
- Predicted whether employee will stay or leave company among 35 variables of the dataset, picked 18 key variables.
  - *Tools used:* R, SPSS, Excel, Tableau
  - *Outcome:* 40% of employee indicated that they will leave the company within 5 years of span.

### Google Online Marketing Challenge

Jan '2017 - April '2017

- Developed an online marketing campaign using data analytics, core marketing principles and Google AdWords to improve traffic for an affiliated organization's website.
- Increased the revenue by 15% after conducting this marketing campaign.
  - *Tools used:* Google AdWords, Google Analytics, SEO, Excel

### Spatial Analysis of Urgent Health Care facilities in LA County

Jan '17 - April '17

- Predicted the need for urgent health care facilities in LA county within 5 miles radius per facility considering the population for a specific area for 2017 compared to the 2015 population dataset.
  - *Tools used:* Tableau, ArcGIS, Excel
  - *Outcome:* 27 new urgent health care facilities required.

### Forecasting Hybrid Car Adoption

Dec '2017

- Developed a forecasts of hybrid car penetration in the U.S market from 2007 through 2017 using Bass model.
  - *Tools used:* ME XL marketing software, Excel.
  - *Outcome:* Rise from 0.4% to 2.15%.

## LEADERSHIP EXPERIENCE

### Business and Data Analytics Club

#### VP of Information Technology

Sep '2016 - Feb '2018

- Managed the social media, website on WordPress and hosted it on Amazon Web Services Cloud EC2 Instance by updating monthly newsletter and additional event material.
- Coordinated with Dr. Blerim Cici from Apple to host an analytical-insight session.
- Organized 150 tabling events to promote across the campus to increase 40% members in the club.

## EDUCATION

### California State University, Fullerton - 3.43/4

May '2018

**Master of Science, Information Systems** - Data Mining for Forecasting,  
Business Databases-Design and Processing, Marketing Information Technology

### Gujarat Technological University - Gandhinagar Institute of Technology – 7.39/10

May '2016

**Bachelor of Engineering, Computer Engineering –**  
Operating Systems, Database Management System, Java Programming