HARSHAL SAPTARSHI

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SUMMARY

- MS Information Systems graduate with concentration in Business Analytics with 2+ years of relevant experience in web development and data analysis focusing on Java and Python.
- 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.
- Worked on various architectures such as MVC, Singleton, Delegate and Notification patterns.
- Good experience in Object Oriented Design (OOD), analysis (OOA), modeling (OOM) based on Unified Modeling Language (UML).
- Built visualization dashboards in Tableau Desktop from various sources like Google Analytics, Facebook Ads Manager, Twitter Analytics, Hootsuite and HubSpot CRM.
- Extensive experience in requirement analysis, functional analysis, excellent conceptual and logical thinking.
- Working knowledge of threading & memory management.
- Experience object-oriented programming (OOP) concepts using Java, Python and C++.
- Experience in working with AWS (Amazon Web Services) cloud platform.
- Experienced in working with various Python Integrated Development Environments like IDLE, PyCharm, Atom, Eclipse, PyDev and Sublime Text.
- Provided detailed analysis of website taffic from various marketing sources.
- Increased web traffic up to 70% on the rate of average traffic monthly.
- Experience with Requests, Numpy, Scipy, Matplotlib, and Pandas python libraries during development lifecycle.
- Experience in creating initial website prototype from Django skeleton and building out Views, Templates using CSS for whole site following Django MVC architecture.
- Experienced with full software development life-cycle, architecting scalable platforms, objectoriented programming, database design and agile methodologies
- Strong experience using Web Services and API's in python and Java.
- Displayed and proved capability to learn any new technology and work on it.
- Hands-on experience in writing and reviewing requirements, architecture documents, test plans, design and maintaining documents, quality analysis and helping with the software release process.
- Ability to successfully multitask and prioritize work.
- Implemented call tracking software for marketing materials.
- Performed keyword research and built PPC campaigns from ground up.

TECHNICAL SKILLS

Languages	Python, R, Java, HTML, JSP, C++, JavaScript
Web Development	Java Web Services, J2EE framework, Object Oriented Analysis and Design, JSP, EJB, XML, Jquery
Database	Microsoft SQL Server 2016, Oracle, MySQL, Hive, Vertica
Visualization	Tableau, Power BI, Alteryx, Google Analytics Certified
Digital Analytics	Google Analytics Certified, Google Adwords Certified, Adobe Analytics, Google Optimize, SEO
Advanced Excel	Pivot tables, VBA, Macros, Filtering Data, Data Analysis and Solver
Machine Learning Packages	TensorFlow, SparkML, sci-kit learn package, caret, rpart
Platforms	Mac-OS, Windows, Linux and UNIX, Android
App & Web Servers:	WebLogic, WebSphere

PROFESSIONAL EXPERIENCE

Irvine Company- Analytics and Insights Manager   March '2019 - ongoing
Responsibilities: Data Reporting, Dashboard, Statistical Analysis, Tagging
- Planning, Architecting, Optimizing and Deployment of tracking and attribution mechanisms for online marketing activities using Google Tag Manager, Dynamic Tag Management across all the real-estate divisions web-applications.
- Support the Organic and Paid Traffic Acquisition efforts of the Marketing Technology team through strategic recommendations based on campaign performance and assist paid search and display media team.
- Creating Ad-hoc reports using Omniture-Adobe Analytics, Google Analytics for apartments and retail divisions.
- Built visualization dashboards in Google Data Studio using Supermetrics and extracting data from like Google Analytics, Facebook Ads Manager, Google Ads.

StepHouse Recovery- Marketing Data Analyst   August '2018 - March '2019
Responsibilities: Data Reporting, Dashboard, Statistical Analysis, Cloud Computing, Web Development
- Conducted 100 marketing campaigns on Social Media like Facebook, Instagram, Twitter, Google and built impactful metrics to drive traffic to proper media.
- Migrated the web application from traditional server to AWS Cloud Platform using EC2, RDS, Elastic Beanstalk.
- Built visualization dashboards in Tableau Desktop from various sources like Google Analytics, Facebook Ads Manager, Twitter Analytics, Hootsuite and HubSpot CRM.

Softvan- Web Developer and Data 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: Web Development, Back-End coding, Front-end designing, Data Extracting, Data Reporting, Visualization, Dashboard, Statistical Analysis, Data Pre-processing, Client Interface, Digital Marketing

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

- Developed a web application on E-Commerce website using Java, SQLYog, JSP and Java Servlet affiliating with 90 local stores.
- Coordinated with senior developers to manage large, complex design projects for corporate clients.
- Conducted software analysis, programming, testing and debugging for 20 applications.
- 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.
- 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.
- 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.

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   o
    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   o *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 o *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.
> o *Tools used:* ME XL marketing software, Excel. o
> *Outcome:* Price 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