Harsh Singh

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SKILLS SUMMARY

- **Tools/Platforms**: MS-Office, MS-Excel, Power BI, Tableau, Python, SQL, SPSS
- **Soft Skills**: Negotiation, Adaptability, Critical Thinking, Decision Making

INTERNSHIP

Miles Education
Business Analyst Intern   *June 24 – July 24*

Performed the key analysis of the Steel Sales dataset provided by client used different tools of data analysis (including EDA and data cleaning), visualization. Achieved the accuracy for the price and status prediction, also got some actionable insights and created intuitive website that facilitate data-driven decision-making.

Learning Outcomes:

- Microsoft Excel: Analyzed and visualized a client's Steel Sales dataset and used Pivot Tables and other techniques to derive meaningful insights from complex data.
- Power BI: Created interactive the dashboard on the Steel Sales dataset to generate insightful reports on sales over the last two years.
- Streamlit: Developed an interactive web application for the client, It provided live predictions for product price and deal status.
- Machine Learning Modeling: Developed a predictive model for steel product prices and status, incorporated data preprocessing step and feature engineering also applied Machine Learning techniques such as Decision Trees, Training and Predicting, One Hot Encoding, and Log Encoding.

Material Depot
Performance Marketing Intern   *Dec 22 – May 23*

Conducted comprehensive market research, focusing on industry trends and market dynamics. My role involved analyzing competitors and consumer behavior to identify emerging market opportunities also provided actionable insights that supported strategic decision-making. Additionally, developed a strong understanding of company products and services, ensuring stayed updated on new features and enhancements

Learning Outcomes:

- Conducted keyword research using Google Keyword Planner to identify trends and popular search terms in the interior design materials industry.
- Analyzed top-ranked keywords to curate and optimize website collections, enhancing user experience and accessibility to high-demand products.
- Collaborated closely with the data team to craft SEO titles, descriptions, and OG titles/descriptions, ensuring alignment with keyword strategies and maximizing organic search visibility.
- Contributed to strategic initiatives aimed at improving website traffic and customer engagement through data-driven SEO practices and content optimization.

PROJECTS

Predictive Pricing and Order Analysis Web Application   June 24 – July 24

- Developed a dynamic web application that predicted the price and Win/Lose status of orders based on various input parameters, provided valuable insights and trends for business decision-making.
- Utilized machine learning algorithms to build predictive models for estimating order prices and determined the Win/Lose status. These models were integrated into the web application to provide real-time predictions based on user input.

CERTIFICATES

- Python for Data Science, AI & Development | Coursera   February '24
- Get Ahead in Business Analytics and Analysis| LinkedIn Learning   September'23
- Power BI Desktop | LinkedIn Learning   September'23
- Data Analysis with Python | IBM   August '23

EDUCATION

- **Lovely Professional University**   Phagwara, Punjab
  Master of Business Administration – Business Analytics - CGPA: 7.16   *Since 2023*

- **Sam Higginbottom University**   Prayagraj, Uttar Pradesh
  Bachelor of Commerce - CGPA:7.20   *July 2019 – April 2022*