

HARSHAL KATORE

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Education

G H Raison College of Engineering And Management

MBA Business Analytics

Nov. 2022 – June 2024

Pune, Maharashtra

J M Patel College of Science, Arts And Commerce

B. Voc Retail Management

Aug. 2019 – June 2022

Bhandara, Maharashtra

Skills

Business Analysis & Research: Market Research (Qualitative / Quantitative), Primary and Secondary Research, Data Analysis

Tools & Visualization: SQL, Power BI, Advanced Excel, Google App Script

Productivity Tools: Microsoft Office Suite (Word, PowerPoint, Excel), AI Tools-Driven Business Analysis

Analytical & Soft Skills: Analytical Thinking, Data Storytelling, Presentation Skills, Attention to Detail, Problem-Solving, Research, Content Curation, Research Methodologies, Stakeholder Communication

Experience

BigPodium

Research Analyst

Sept 2024 – Dec 2025

Nagpur

- Collaborated on a Data Integration Project, driving QA processes and streamlining analytics operations to enhance data reliability.
- Spearheaded secondary research initiatives, analyzing findings to produce insightful reports and actionable recommendations.
- Proficient in data research and analysis, extracting key insights and trends.
- Conducted in-depth market research using online platforms like LinkedIn and company websites, compiling data into comprehensive Excel databases.
- Developed and executed content strategies, including the creation and delivery of content calendars.
- Demonstrated strong proficiency in MS Office Suite and internet research methodologies.
- Stayed abreast of industry trends and best practices across various sectors, including Healthcare, B2B SaaS, Services, Digital, and AI.
- Contributed to business consulting projects, providing valuable research and analysis support

Acmegrade

Data Science Intern

Aug 2023 – Oct 2023

Bengaluru

- Analysts in gathering, cleaning, and preparing data for analysis in Power BI.
- Apply data visualization best practices to create clear, compelling, and interactive visualizations that effectively communicate data stories.
- Stay up-to-date on the latest trends and functionalities in Power BI and data visualization.
- Communicate findings effectively to technical and non- technical audiences through presentations and reports.

Projects

Health Expenditure Analysis using Power BI

- Analyzed healthcare data using Power BI to identify trends and cost drivers.
- Developed interactive dashboards and visual reports to highlight key insights.
- Provided data-driven recommendations to help reduce healthcare expenses and improve efficiency.
- Gained hands-on experience with Power BI features such as data modeling, DAX functions, and visualization techniques.

Customer Buying Behavior towards Nangia Motors, Bhandara

- Conducted customer surveys to understand post-purchase satisfaction and buying motives.
- Analyzed how customer relationships and after-sales service influenced repeat purchases.
- Studied the impact of product variants, pricing, and features on customer preferences.
- Evaluated the effectiveness of different advertising and promotional strategies in driving sales.

Achievements

- 1st Runner up Intra College - Hindustan Times Quiz Premier League.