HARSH GUPTA

PROFESSIONAL SUMMARY

I'm a curious and motivated Data Analyst with a year of internship experience working on real-world data challenges. Over the past year, I've had the chance to dive into tools like Excel, SQL, Python, Mixpanel and Power BI—cleaning messy datasets, building dashboards, and uncovering insights that helped teams make smarter decisions. These experiences helped me strengthen my technical skills and understand how data can drive business impact. With a solid foundation in analytics and a strong desire to keep learning, I'm excited to bring my skills and energy to a team where I can grow and make a meaningful impact.

EXPERIENCE

Junior Data Analyst, 03/2025 - Current
PeelBlue India - Chennai, India

As a Junior Data Analyst – Specializing in Business Insights & Data-Driven Decision working in a fast-paced startup environment, my responsibilities span the end-to-end data lifecycle—from collection and transformation to analysis and reporting. My role is pivotal in turning raw data into meaningful insights to support business decisions, product improvements, and user engagement strategies. Here is an overview of my key roles and tasks:

Data Collection and Integration:

- Collaborate with cross-functional teams to understand data requirements across platforms like PostgreSQL, Mixpanel, and internal APIs.

- Extract structured and semi-structured data using advanced SQL queries to support analytical needs .

Data Cleaning and Transformation:

- Perform thorough data validation, deduplication, and normalization to ensure accuracy.

- Convert raw logs and JSON outputs into clean, structured datasets using Python and Excel.

User Journey and Funnel Analysis:

- Map out user flows across multiple platforms to identify behavioral patterns using Mixpanel and in-house data tools.

- Build funnel reports to detect key drop-off points and identify high-converting user behaviors (e.g., from tutorial start to deposit completion).

Dashboarding and Reporting:

- Design and maintain real-time interactive dashboards using Looker Studio ,Power Bi, and Excel for stakeholders.

CONTACT

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SKILLS

- SQL (PostgreSQL, MySQL)
- Python (pandas, scripting)
- Mixpanel (funnels, cohorts, event tracking)
- Excel (advanced formulas, pivot tables, data cleaning)
- Looker Studio / Google Data Studio (dashboarding, drilldowns)
- Data cleaning & transformation (CSV, JSON)
- Funnel & user journey analysis
- Cohort segmentation & behavioral analytics
- Campaign & retention analysis
- Automation of data workflows
- Jira (ticket creation for product insights).
- Strong communication & cross-functional collaboration

Projects

1. Marketing ROI Optimization – Saved 52% Ad Spend
Tools: Google Sheets, SQL (PostgreSQL), Mixpanel, Apptrove, Power BI, Python
Impact: 52% ad cost reduction, 2× ROAS increase
Portfolio: View full case study

- Created a dashboard website using React and Python, utilizing AI tools through prompt engineering and assembling components based on deep technical understanding.

Product and Marketing Insights:

- Analyze the performance of campaigns, offers and onboarding strategies.
- Segment users (e.g., first-time depositors) and build cohorts to derive actionable insights for personalized targeting.

Collaboration and Communication:

- Create Jira tickets and summary reports with clear insights and recommendations based on data.

Automation and Efficiency:

- Build reusable Python scripts to automate repetitive data extraction and transformation tasks.

Data Analyst Intern, 08/2024 - 03/2025
Kaizel Industries Pvt Ltd – (Remote) Bihar**,** India

- Conducted comprehensive market research and feasibility studies for Lifefly Medical Drone, identifying potential use cases and product applications.
- Evaluated the competitive landscape to drive strategic recommendations for Lifefly Medical Drone development.
- Developed user interaction strategies for The Applicable project, enabling a build-your-own model for customized product assembly.

Data Analyst Intern, 06/2024 - 08/2024
Raasta Research and Development - Haldwani, India

- Researched 150,000 agricultural research papers data, revealing an average of 12.69 citation per document, which highlighted low readership and the need for more engagement content.
- Collaborated with the CEO and a team member to propose a strategic pivot towards video-based content, enhancing accessibility and nationwide reach.

EDUCATION

Bachelor 's in Computer Science & Engineering, 2025

Amrapali Group of institutes - Haldwani, Uttarakhand

Certifications & Simulations

- [Tata Group – Data Visualization: Empowering Business with Effective Insights (Job Simulation)](#)
- [**Analyzing and Visualizing Data with Microsoft Power BI**](#)
- [**Introduction to Databases**](#)
- [**Programming Foundations with Python**](#)

DECLARATION

- I hereby declare that the information provided in this resume is true and accurate to the best of my knowledge. I understand that any misrepresentation may lead to disqualification. I consent to verification and necessary background checks.

Signature
Harsh Gupta

- Joined campaign, user, and spend data (Apptrove, Mixpanel, internal systems) using advanced Google Sheets formulas and performed cohort-level attribution analysis.
- Identified low-ROI campaigns and created a Power BI dashboard to drive budget reallocation, leading to 52% ad spend reduction and 2× ROAS.

2.UX Funnel Optimization – 84% Drop
Tools: Google Analytics, User Interviews,Mixpanel, Excel
Impact: +60% conversion rate increase on landing page
Portfolio: [View full case study](#)

- Identified an 84% drop-off via Firebase, validated pain points through user feedback surveys, and used Mixpanel insights to highlight user-preferred content
- Researched top-performing websites and applied prompt engineering + web development skills to redesign the page—achieving a 60% uplift with stakeholder-approved rollout.

INTERESTS

HOBBIES & CO-CURRICULAR ACTIVITIES

- Love playing guitar.
- Love to Cook and Travel.
- Love to Read books.