

# HARSH GUPTA

## PROFESSIONAL SUMMARY

I'm a curious and motivated Data Analyst with a year of experience working on real-world data challenges. 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. 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 - 09/2025

PeelBlue India - (Remote) Berkeley, California, United States

- Cleaned and transformed large datasets from PostgreSQL, APIs, and Mixpanel using SQL, Python, and Excel to support analysis.
- Built dashboards in Power BI and Looker Studio for KPI tracking, funnel analysis, and A/B test results, improving visibility for product and marketing teams.
- Delivered insights on user behavior and campaign performance, helping shape onboarding and engagement strategies.
- Automated recurring reporting processes with Python scripts, reducing manual effort and improving efficiency.

Data Analyst Intern, 08/2024 - 03/2025

Kaizel Industries Pvt Ltd - (Remote) Bihar, India

- Conducted market research and feasibility studies for Lifely Medical Drone, identifying potential use cases and applications.
- Analyzed the competitive landscape to provide strategic recommendations for product development.
- Designed user interaction strategies for a customizable product assembly platform.

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 leadership to propose a pivot toward video-based content, enhancing accessibility and nationwide impact.

## EDUCATION

Bachelor 's in Computer Science & Engineering, 2025

Amrapali Group of institutes - Haldwani, Uttarakhand

## CONTACT

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## SKILLS

### Data Analysis & Visualization

- SQL (PostgreSQL, MySQL) | Excel (Advanced formulas, Pivot tables, Data cleaning)
- Power BI, Looker Studio (Google Data Studio) - Dashboards, drilldowns, KPI tracking
- Mixpanel - Funnels, cohorts, retention, event tracking

### Programming & Automation

- Python (pandas, scripting, automation of workflows)
- Data cleaning & transformation (CSV, JSON)

### Product & Business Analytics

- Funnel & user journey analysis | Cohort segmentation | Campaign & retention analysis
- A/B testing, KPI monitoring, and reporting

### Collaboration & Tools

- Jira (ticketing & product insights)
- Strong communication & cross-functional teamwork

## Projects

### 1. Marketing ROI Optimization - Saved 52% Ad Spend

Tools: Google Sheets, SQL (PostgreSQL), Mixpanel, Apptrove, Power BI, Python

Impact: 52% ad cost reduction, 2x ROAS increase

Portfolio: [View full case study](#)

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## 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](#)

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## INTERESTS

### HOBBIES & CO-CURRICULAR ACTIVITIES

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

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## 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

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- 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.
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