Harsh Kumar

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Experience

Trivas.ai ***Aug 2025 – Present***

Data Analyst

- Designed and analyzed **A/B tests** and **cohort-level** experiments for Promo Analysis, applying **statistical significance testing** to validate results, driving a **15%** lift in promo-driven conversion.
- Built a **decision-tree** based refund-classification model for AI Analyst, validating classification thresholds against historical refund data through **hypothesis testing**, eliminating manual review and cutting refund resolution time by **40%**.
- Engineered client-specific data models and statistical business rules for Wingman, an AI analytics tool, cutting onboarding-to-insight time by **50%** across every newly onboarded account.
- Own client-facing analytics for enterprise brands, including a **$200M**+ revenue wellness brand - running **A/B tests**, **cohort analyses**, and **significance testing** on platform audits, informing business recommendations across managed accounts.
- Designed the underlying data model powering fully isolated, client-specific reporting across **15**+ source integrations spanning sales, ads, email, traffic, CS, reviews, subscriptions, and seller platforms, cutting new-client onboarding time by **35%** while supporting **6** distinct sub-brands.
- Validated and reconciled source-level data across every connected platform through **SQL**-based ETL checks and **variance analysis**, powering **100%** of accurate client reporting while cutting data-refresh latency by **40%**.
- Direct a **3-person** analytics team, setting day-to-day priorities across client integrations, audits, and reporting deliverables, lifting on-time delivery of reporting commitments to **95%**.

Viome ***Oct 2024 – Aug 2025***

Data Analyst

- Built dashboards from scratch across 8 business domains (Sales, Ads, Traffic, Retention, Subscriptions, Finance, Operations, CX), enabling self-serve reporting for a **500K**+ customer base validated to **99**+**%** accuracy against source data.
- Applied **cohort, funnel, and attribution modeling** (Linear, Time Decay) across Sales, Ads, Retention, and Subscription funnels, driving a **12%** increase in subscription revenue through data-backed retention and upsell recommendations that helped scale the business.
- Presented insights across **80**+ **WBR/MBR** sessions directly to Viome stakeholders, translating analysis into strategic recommendations that shaped quarterly planning.
- Led a **4-person** migration of **Tableau** reporting from **Redshift** to **PostgreSQL**, delivering on schedule with **zero** reporting downtime across all live dashboards.
- Optimized SQL queries and automated recurring reporting workflows, cutting manual reporting time by **25%** while running platform audits that kept monthly financial close on schedule.

Datagets.ai ***May 2024 – Oct 2024***

Software Engineer Intern

- Built **Next Best Product**, related-product, and cross-sell/upsell recommendation logic for D2C brands, replacing generic one-size-fits-all suggestions and lifting recommendation click-through by **18%** without added acquisition spend.
- Partnered with the product team to define **CTR** and conversion-lift metrics for the recommendation engine, driving a **12%** conversion lift across live storefronts through iterative tuning.
- Integrated **Shopify** data via **GraphQL APIs** to design **ML-ready datasets** for predictive modeling, expanding analytics coverage to **10**+ additional merchant accounts.
- Presented recommendation performance and adoption insights to engineering and product stakeholders, influencing prioritization of **3** roadmap features for the next release cycle.

Education

Bachelor of Technology in Computer Science and Engineering (Data Science and Analytics) ***2020 – 2024***

Dehradun Institute of Technology, Dehradun CGPA: 7.43

Technical Skills and Interests

Languages: SQL, Python
Data Engineering: dbt, ETL Pipelines, Multi-Tenant Architecture, Airflow, Meridian Architecture, Data Modeling
Data Platforms: Snowflake, Amazon Redshift, PostgreSQL, BigQuery, GCP, AWS, Azure
BI & Visualization: Tableau (VizQL, LOD), Power BI, Omni Analytics, Sisense, Matplotlib
Product & Business Analytics: A/B Testing, Cohort & Funnel Analysis, Attribution Modeling, PRD Writing, Product Analytics
APIs/Tools: REST APIs, GraphQL, ShopifyQL, Postman, Git/GitHub
Soft Skills: Cross-Functional Collaboration, Stakeholder Management, Problem Solving

Certificates

Foundations: Data, Data, Everywhere - Google
Tata Group - Data Visualisation: Empowering Business with Effective Insights Job Simulation
PwC Switzerland - Power BI Job Simulation