

HARSHAL KULKARNI

🏠 Waterloo, Ontario 📞 +1(437)-972-0680 ✉️ harshalk2595@gmail.com [in|linkedin.com/in/harshalkulkarni6](https://www.linkedin.com/in/harshalkulkarni6) 🌐 harshalkulkarni.com

PROFESSIONAL EXPERIENCE

Psychedelic Association of Canada

Nov 2023 - May 2024

Data Analyst

- Implement custom JavaScript tags for user behavior tracking through Google Tag Manager; facilitate reporting in Google Analytics 4 and Looker Studio for extended analysis of website data.
- Monitor email analytics using Mailchimp, track open rates and click rates for campaigns against industry benchmarks.
- Leverage existing data sources to establish and implement a functional CRM system, enhancing member relations through effective data management and insights-driven strategies.
- Contribute to an agile environment by planning sprints and delivering tickets weekly, ensuring dynamic responsiveness and adaptability in project execution.
- Conducted training sessions to empower stakeholders with skills for accurate interpretation and utilization of analytical insights. Provide training on Google Analytics, Tableau, and Looker Studio.

HERE Technologies

Data Analyst

Aug 2018 - Aug 2021

- Effectively liaised with Lead Production Managers and Team Leaders to manage stakeholder requirements, ensuring alignment with organizational objectives.
- Mentored cross-functional teams from various processes, aligning them with Highly Automated Driving (HAD) standards, promoting consistency and efficiency.
- Orchestrated the training of new team members in implementing newer attributes and Agile workflows, fostering a seamless onboarding process.
- Managed quality qualifications, optimizing processes to enhance efficiency and effectiveness, contributing to error rate reduction.
- Conducted comprehensive data analysis to drive error rate improvement initiatives, ensuring data-backed decision-making.
- Established documentation and repositories to uphold the highest quality standards, promoting consistency and knowledge retention.

GIS Analyst

Feb 2017 - Aug 2018

- Making 3D maps using dedicated software.
- Resolving existing map data and developing data in 3D software for machine learning.
- Worked under different workflows for Highly Automated Driving (HAD).

PROJECTS

Analysis of Indeed Jobs

- Conducted web scraping of job data from Indeed across Canada, focusing on diverse job categories such as Data and Business Analysts, Marketing, Content Specialists, and UX/UI Designers using Python.
- Employed Pandas for meticulous data cleaning and preprocessing, ensuring data accuracy and consistency for subsequent analysis.
- Utilized Google BigQuery and Google API for efficient data collection.
- Conducted Quality Assurance (QA) and performed data maintenance tasks within BigQuery to ensure data accuracy and reliability.
- Utilized Tableau for comprehensive data analysis, uncovering valuable insights, trends, and patterns within each job category.
- Designed and developed an interactive Tableau dashboard that visually presents key statistical insights, providing a user-friendly interface for data exploration.

EDUCATION

Conestoga College

Sep 2022 - Apr 2023

Interactive Media Management | GPA: 3.72 | Awarded Distinction | Dean's Honour List

Conestoga College

Sep 2021 - Apr 2022

Project Management | GPA: 3.69 | Awarded Distinction

University of Mumbai

Jun 2012 - Apr 2016

Bachelor of Science in Information Technology | Emphasis on C++, Java, SQL, HTML/CSS

TOOLS AND SKILLS

Excel, PowerPoint, Word, Outlook, Sharepoint, Canva | Python, SQL | Tableau, Looker Studio | Adobe CC, Figma | HTML /CSS | Communication, Team Work, Training | Google Analytics, Google Tag Manager, MailChimp, Keela Nonprofit CRM | Notion, JIRA, Trello