

HARIHARAN D

Catalog Analyst

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SUMMARY:

Catalog Analyst with 2+ years of experience in data analysis, process automation, and business intelligence. Proven ability to work with large datasets, identify business trends, and deliver actionable insights that drive strategic decision-making. Adept at streamlining operations through automation and analytical thinking, with a strong track record of supporting innovation, enhancing efficiency, and improving reporting accuracy in fast-paced environments.

SKILLS:

- **Databases & Programming:** Python, SQL, Pandas, Snowflake
- **Business Intelligence & Tools:** Power BI, QuickSight, Excel (VLOOKUP, Pivot Tables), DAX, ETL Manager
- **Data & Analytics:** EDA, Trend Analysis, Web Scraping, Data Modeling, Data Cleaning
- **Other:** Workflow Optimization, Internal Database Management, Stakeholder Collaboration, Financial Metrics Analysis

WORK EXPERIENCE:

Catalog Analyst – Retail Process

November 2022 – Present

Amazon, Chennai, India

- **Optimized pricing strategies** by analyzing competitor pricing across 10+ e-commerce platforms, implementing strategic adjustments and automation to ensure Amazon remained competitive, resulting in a 5% increase in revenue.
- **Performed data analysis** to compile and present weekly/monthly reports for senior management, delivering insights on competitor performance, pricing strategies, and market trends, which enabled data-driven decisions and contributed to a 10% improvement in market responsiveness
- **Developed and optimized SQL queries** in ETL manager tool and WBR reports, enabling automated extraction of key business metrics and proactive defect identification, contributing to a 20% improvement in reporting efficiency and supporting data-driven decision-making across teams.
- **Enhanced Process Efficiency:** Conducted feasibility studies and streamlined automation processes, achieving a 30% improvement in speed and a 20% increase in accuracy.
- **Streamlined operations** by developing pattern-recognition techniques through data flow analysis and process improvement initiatives, in collaboration with the Automation team, reducing manual effort by 15% and boosting operational efficiency by 25%
- **Delivered Actionable Insights:** Created dynamic Excel/Power BI dashboards and reports to visualize sales metrics, enabling stakeholders for decision-making and improving business visibility by 40%.
- **Received 3 Stellar Awards and 1 Ideator Award** at Amazon for consistently exceeding performance targets, demonstrating strong ownership, proactively driving process improvements that enhanced efficiency by 25%, and contributing innovative ideas to support team success.

PROJECTS:

Automated Product Mapping Assistant – Streamlining Competitor-to-Amazon Search Workflow

Key Skills: Python, Selenium, Regular Expression, Web Scraping, Automation, Process Optimization

- Built a Selenium-based tool to auto-extract product details (brand, title, color, style code) from Competitor URLs, reducing manual input effort by ~70%.
- Automated generation of 3 Amazon search queries per product using rule-based logic, improving mapping accuracy and saving 2–3 minutes per lookup.
- Boosted overall mapping productivity by 40% across 100+ daily mappings, enabling faster, standardized product discovery for mappers.

DataSpark – Illuminating Insights for Global Electronics

<https://github.com/iamhari99/>

Key Skills: SQL, Python, Power BI, Tableau, Data Cleaning, Statistical Analysis, Business Insights

- Conducted in-depth EDA on 50,000+ records across customer, sales, and store data to identify high-impact business opportunities in the electronics retail domain.
- Designed 10+ optimized SQL queries and performed data modeling to support KPIs like sales trends, customer segments, and profit analysis.
- Built Power BI dashboards with dynamic filters to visualize performance metrics across regions, enabling a potential 25% boost in decision-making efficiency

YouTube Data Harvesting and Warehousing

<https://github.com/iamhari99/>

Key Skills: Python, SQL, Streamlit, YouTube Data API, ETL, MySQL, SQLAlchemy, Data Analysis

- Engineered an end-to-end data harvesting system using the YouTube Data API, automating the collection of channel, playlist, video, and comment data across multiple channels.
- Designed and implemented a robust ETL pipeline using Pandas, SQLAlchemy, and MySQL, ensuring accurate and efficient storage of high-volume streaming data.
- Developed a dynamic Streamlit dashboard integrated with SQL queries to enable real-time data visualization, driving insights into content performance and user engagement.

EDUCATION:

IIT-M Advanced Programming & Master Data Science

April 2024 – September 2024

GUVI, IITM Research Park

B.Tech in Biotechnology

August 2017 – June 2021

Sathyabama Institute of Science and Technology

CERTIFICATES:

- **Data at Amazon**, Amazon
- **Microsoft Power BI**, Guvi
- **Introducing ETL**, Amazon