



3.5+ Years Driving Impact

Gourav Rathi

Detail-oriented Data Analyst Delivering Data-Driven Solutions to our client business growth.

Senior Data Analyst at Just Abode Solution (Tech-Guru)

4+

Projects

15+

Certifications

3.5+

Years Experience

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About Me

- Detail-oriented professional Data Science and Analytics with 3.5+ years of experience in quantitative analysis, machine learning and business intelligence.
 - Me holds a Master's in Quantitative Economics, a Google Data Analytics Certificate, and a Postgraduate Certificate in Data Science and ML, along with a Bachelor's in Computer Applications. I excels in data-driven solutions, proficient in Python, SQL, Power BI, and Tableau for analysis, statistical modeling, and predictive analytics.
 - Builds and deploys machine learning models using frameworks like Scikit-learn, TensorFlow, and Pandas, and possesses strong skills in dashboards, KPI reporting, and data visualization.
 - As a Senior Data Analyst, leads analytics initiatives. Previous roles honed his analytical and communication skills. Highly analytical and solution-driven, transforms complex datasets into insights, bridging data engineering and business stakeholders with strong problem-solving, business acumen, communication, and adaptability. Committed to continuous improvement in deep learning and AI, he delivers innovative, efficient solutions, maximizing data potential for organizations.
- **Key Technical Skills:** Python, SQL, Power BI, Tableau, Scikit-learn, TensorFlow, Pandas, Data visualization & dashboarding, Machine learning model deployment.
- **Key Non-Technical Skills:** Problem-solving & analytical thinking, Business strategy & stakeholder management, Communication & presentation, Quick adaptation to new technology.

My Journey

- With degrees in Computer Applications and Quantitative Economics plus certifications, I am an optimizing operations.
- My background includes honing analytical and visualization skills. I am proficient in data analysis, statistical modeling, predictive analytics, Python, SQL, Power BI, and multiple frameworks. I am a highly analytical, detail-oriented, and solution-driven professional, focused on enhancing for advanced automation model deployment.
- I've led cross-functional teams, automated reporting, and translated complex data into strategic recommendations driving ROI.

Current Focus

- Marketing Attribution & Media Mix Models
- Predictive & Segmentation Modeling
- KPI Dashboards & Automation
- Business Intelligence with Power BI & Python

Goals

- Short-term:**
- Within six months Develop strong company expertise to contribute to impactful team projects.
 - My objective is to facilitate the company's expansion through the implementation of impactful, advanced decisions, supported by my collaborative team.
- Long-term:**
- Next to 2 to 3 years is to ascend to executive leadership positions to lead strategic initiatives and guide teams for business expansion with organization's growth and innovation.

Professional Experience

Proven track record in delivering high-impact analytics solutions across various roles and industries

Senior Data Analyst

Just Abode Solution (Tech-Guru)

Hybrid, Noida - July 2023 - Present

- Led data-driven consulting, defining KPIs, and presenting actionable market growth strategies.
- Developed marketing attribution and media mix models for effective budget allocation.
- Created Python-based predictive and segmentation models for forecasting and personalization.
- Generated automated reports utilizing Python/SQL and provided mentorship to analysts.
- Collaborated cross-functionally to align insights, improving campaign efficiency and business outcomes.

Data Analyst Intern

VR Career • Remote, Chennai • April 26, 2023 - July 12, 2023

- Performed data cleaning, validation, and transformation to ensure high data quality for accurate analysis.
- Analyzed complex datasets to uncover trends, correlations, and anomalies using Excel and BI tools.
- Supported business strategy by mining, wrangling, and visualizing data to generate actionable insights.

Senior Analyst

EduBuddyz, Noida - Dec 2020 - Mar 2023

- Led cross-functional collaboration to define analytics requirements, aligning with organizational objectives.
- Designed, monitored, and automated KPI dashboards, improving decision-making speed by 30%.
- Prepared insight-rich reports for diverse stakeholders, enhancing transparency and strategic alignment.
- Utilized SQL, Power BI, and Python for actionable insights, reporting efficiency, and EdTech growth initiatives.

Python Developer Intern

Tech Guru, Noida - Sep 5th - Nov 15th 2020

- Delivered end-to-end projects tailored to client requirements, ensuring optimal functionality and performance.
- Actively participated in the software development lifecycle, from requirements gathering to deployment and client satisfaction.

Technology Consulting Internship

Deloitte, Remote - July 1st, 2020

- Supported client projects by assisting in requirements gathering, process documentation, and data analysis to improve operational efficiency.

Service & Operation Intern

Videcon Headquarter Gurugram - 5th - Aug 18th 2018

- Sorted and organized files, spreadsheets, and reports.
- Analyzed problems and worked with teams to develop solutions.

Education

Strong academic foundation in Data Science & ML, Economics, and Computer Applications.

PG Certificate in Data Science & Machine Learning

iNeuron.AI Bangalore - 18 months Training & project based Online Program

Program - Sep 2022 - Jan 2024

Masters in Quantitative Economics

CCS University Meerut (Distance) - 2021 - 2023

Bachelor of Computer Application

Pt. DDUJMC Mall Road, CCS University Meerut - 2016 - 2019

Technical Skills

Comprehensive toolkit for Data Science, Machine Learning and Business Intelligence

Programming Languages

Python, Java, Scala, SQL

Analytics Tools & Databases

SQL Server, SAS, Alteryx, PostgreSQL, MongoDB, NumPy, Seaborn, SparkSQL, SPSS, Shiva

Visualization Tools

Power BI, Tableau, Excel (Advanced), Jupyter Notebook, Power (Query & View), TensorFlow

Cloud & Tools

AWS, Azure, Docker, GitHub Actions, CRM (Salesforce, Zoho CRM)

Data Processing & Automation

ETL, Data Wrangling, Web Scraping (Scrapy, BeautifulSoup, Selenium)

Frameworks

Django, SDLC, Wireframing (Balsamiq)

Business & Marketing Analytics

KPI Tracking, Campaign Performance Analysis, ROI Optimization

Upskilling Soon (Machine Learning & Deep Learning)

Tensorflow, Keras, NLTK, Scikit-learn, Git, FastAPI, Supervised/Unsupervised Learning, ANN, RNN, LSTM, Linear/Logistic Regression, Decision Trees, Random Forest, XGBoost, KNN, K-Means, DBSCAN, PCA, Neo4j, Pinecone, Chroma, Fals

Upskilling Soon (Generative AI)

Chatbots, Prompt Engineering, OpenAI APIs, BERT, GPT, Fine-Tuning (LoRA, QLoRA), LSTM, RNN, RAG, LangChain, NLP, LLMs

Soft Skills

Essential skills that complement technical expertise for effective collaboration and leadership.

Analytical Thinking & Complex Problem-Solving

Strong analytical thinking and complex problem-solving

Project Leadership with Persuasive Stakeholder Communication and Negotiation

Motivation-driven teamwork and adaptability in dynamic environments

Client-Centric Mindset with Solution-Oriented Communication

Data-driven Storytelling & Strategic Decision-Making

Featured Projects

Hands-on projects demonstrating data analysis, visualization, and machine learning applications.

All

Visualization

Analytics

Business

ML

PROJECT-1: Airline Ticket Price Analysis and Visualization

Used Power BI to analyze airline ticket price data to identify factors that influence pricing and develop pricing strategies that enhance revenue generation and improve passenger satisfaction. Created visualizations to communicate findings to stakeholders.

[View Project](#)

PROJECT-2: Marketing Campaign Data Analysis using Power BI

Utilized Power BI to create visually compelling and interactive dashboards, enhancing data visualization. Prepared comprehensive reports summarizing campaign performance and key metrics to inform decision-making. Identified successful marketing channels and strategies through data analysis.

[View Project](#)

PROJECT-3: Financial Analytics

Analyzed financial data to identify trends and develop insights that improved business decisions. Created reports and visualizations to communicate financial information to management. The project generated actionable insights that helped management make better decisions and gain a competitive edge.

[View Project](#)

PROJECT-4: Analyzing the world's best wine

Identified and understood the relationship between the wine industry and climate change. Investigated the carbon emissions associated with the fermentation process in wine production. Found insights and patterns in the data that can contribute to mitigating climate change effects in the wine industry. Provided actionable recommendations to stakeholders in the wine industry for sustainable practices and decision-making.

[View Project](#)

PROJECT-2: Marketing Campaign Data Analysis using Power BI

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[View Project](#)

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[View Project](#)

Upcoming Projects

AI-focused initiatives on the horizon, aimed at innovation and impact.

AI Assistant Development

Building intelligent AI assistants for business automation using LLMs and Retrieval-Augmented Generation (RAG).

[View Project](#)

Medical Diagnosis AI

Developing AI models for accurate and efficient medical diagnosis using advanced deep learning architectures.

[View Project](#)

Agentic AI Systems

Creating autonomous AI agents capable of reasoning, planning, and executing complex multi-step tasks.

[View Project](#)

AI Infrastructure and Data Center Optimization

Designing efficient AI infrastructure and optimizing data center performance for scalability and cost reduction.

[View Project](#)

AI Innovation Ecosystem Development

Building cross-industry ecosystems to promote AI innovation, collaboration, and knowledge sharing.

[View Project](#)

Industry-Specific AI Use Case Implementation

Implementing domain-focused AI solutions tailored to industries such as healthcare, finance, and retail.

[View Project](#)

Achievements & Certifications

Key accomplishments and certifications demonstrating expertise and continuous learning.

PG Certificate in Data Science & ML - iNeuron.AI

[View Certificate](#)

HR Analyst - Kmac Talent Management

[View Certificate](#)