



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 Adobe 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.
- Holder of 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. 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 BI 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 through 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 fast 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 Adobe 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 gain insights, improving campaign efficiency and business outcomes.

### Data Analyst Intern

VR Careerz • Remote, Chennai • April 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 insightful 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 project 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 11th, 2020

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

### Service & Operation Intern

Videcon Headquarter Gurugram – July 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 – 14th months Training & project based Online Remote Program – Sep 2022 – Jan 2024

### Masters in Quantitative Economics

COS University Meerut (Distance) – 2021 – 2023

### Bachelor of Computer Application

Pt. DDU GMC 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, Neur4J, Pinecone, Chroma, Faiss

### Upskilling Soon (Generative AI)

Chatbots, Prompt Engineering, OpenAI APIs, BERT, GPT, Fine-Tuning (LoRA, QLoRA), LSTM, RNN, RAG, Long Chain, 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.

Power BI, Data Visualization, Pricing Analysis

[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.

Power BI, Marketing Analytics, Campaign Performance

[View Project](#)



### PROJECT-3: Financial Analytics

Analyzed financial data to identify trends and develop insights that informed 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.

Financial Analysis, Trend Identification, Data Visualization

[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.

Data Science, Sustainability, Insight Generation

[View Project](#)



### AI Assistant Development

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

Generative AI, LLMs, RAG

[View Project](#)



### Medical Diagnosis AI

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

Deep Learning, Medical AI, LSTM

[View Project](#)



### Agentic AI Systems

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

Agentic AI, Autonomy, Task Automation

[View Project](#)



### AI Infrastructure and Data Center Optimization

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

AI Infrastructure, Optimization, Data Centers

[View Project](#)



### AI Innovation Ecosystem Development

Promoting cross-industry collaboration, knowledge sharing.

AI Ecosystem, Innovation, Collaboration

[View Project](#)



### Industry-Specific AI Use Case Implementation

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

Industry AI, Use Cases, Implementation

[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



### Python Data Science - IBM