# GOURAV RATHI

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Detail-oriented 3.5 years of experience delivering **data-driven solutions**, optimizing business processes, and creating **actionable insights** through advanced analytics. Ensuring high-quality outputs and knowledge sharing. Proficient in **data visualization, predictive modeling, and KPI tracking** with proven ability to lead cross-functional teams and mentor analysts. Adept at translating complex data into strategic business recommendations that drive growth and improve ROI.

## TECHNICAL SKILLS

- **Programming & Analytics:** Python, SQL Server, Alteryx, Java (HTML/CSS), PostgreSQL, MongoDB, Hiva, SAS, SparkSQL, Scala, Pandas, NumPy, Seaborn.
- **Visualization Tools:** Power BI, Tableau, Excel (Advanced), Jupyter Notebook, Power Query, Power View, TensorFlow
- **Cloud & Tools:** Azure, GitHub, Docker, CRM (Salesforce, Zoho CRM), Jira,
- **Data Processing & Automation:** ETL, Data Wrangling, Web Scraping (Scrapy, BeautifulSoup, Selenium)
- **Frameworks:** Django, SDLC, Wireframing (Balsamiq, Figma)
- **Business & Marketing Analytics:** KPI Tracking, Campaign Performance Analysis, ROI Optimization.
- **Mathematical:** Linear Algebra, Calculus
- **Statistical Analysis:** Probability Theory, Hypothesis Testing, Regression Analysis, Bayesian Methods

## PROFESSIONAL EXPERIENCE

**Senior Data Analyst**
*Just Abode Solution (Tech-Guru)* Hybrid, Noida                                      July 2023 – Till Now

- **Spearhead data-driven consulting** engagements by **translating complex client business challenges** into clear analytical frameworks, **defining critical KPIs**, and **presenting actionable strategies** to stakeholders to **drive market growth**.
- Develop and implement sophisticated **marketing attribution and media mix models (MMM)** to precisely **quantify channel effectiveness**, guiding clients on **optimal budget allocation** and strategic media planning.
- Developed **predictive and segmentation models** using **Python** and advanced analytics to **forecast trends**, understand customer behavior, and support **personalized marketing strategies**.
- **Lead technical initiatives** by automating manual reporting processes with Python and SQL scripts, while mentoring junior analysts in advanced analytical methodologies to enhance team-wide productivity.
- **Collaborated cross-functionally** with consulting, marketing, and sales teams to **align insights with client objectives**, **boosting campaign efficiency** and business outcomes across multiple projects.

**Data Analyst Intern**
*VR Careerz, (*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 with product, marketing, and operations teams to define analytics requirements, ensuring alignment with organizational objectives.
- Designed, monitored, and automated KPI dashboards to track student engagement, course completion rates, and marketing performance, improving decision-making speed by 30%.
- Prepared clear, insight-rich reports for both technical and non-technical stakeholders, enhancing transparency and driving strategic alignment across departments.
- Utilized SQL, Power BI, and Python to generate actionable insights, improve reporting efficiency, and support long-term growth initiatives in the EdTech sector.

**Python Developer Intern**
*Tech Guru, Noida*                                      Sep 5th to 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**
*Videocon Headquarter,* Gurugram                                      July 5th to Aug 18th, 2018

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

# SOFT SKILLS: -

- 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.

# EDUCATIONS: -

- **PG Certificate in Data Science & ML –** iNeuron.AI, Bangalore Online (Remote) training program **|** 09/2022 to 01/24
- **Masters in Economics –** CCS University Meerut (Distance) **|** 2021-2023
- **Bachelor of Computer Application –** Pt. DDUMC Mall Road, CCS University Meerut **|** 2016-2019

# PROJECTS HIGHLIGHTS: -

**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.

**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 informed decision-making.
- Identified successful marketing channels and strategies through data analysis, leading**.**

**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.

**PROJECT-4: Analyzing the world's best wine.**
- Identify and understand the relationship between the wine industry and climate change.
- Investigate the carbon emissions associated with the fermentation process in wine production.
- Find insights and patterns in the data that can contribute to mitigating climate change effects in the wine industry.
- Provide actionable recommendations to stakeholders in the wine industry for sustainable practices and decision-making.

# CERTIFICATIONS: -

- SQL Advanced Certificate **– Office Master**
- HR Mang & Analytics**– Kmac Talent Management**
- Python Data Science **– IBM**
- Financial Analyst **– LinkedIn**
- **(MSI)** Management & Strategy Institute
  - **(PME)** Project Management Essentials.
  - **(SSWB)** Six Sigma White Belt.
- Machine Learning in advancements Of Computer Science - **NIT Jalander**
- Short Term Course in **Adaptation to Climate Change - NIRDPR Hyderabad |** 26-09 to 25-12-2020

# WORKSHOP & AWARDS: -

- **World Book of Records Event & Workshop |** 10-2020
  - Impacts of AI & Covid-19 On employment career & Entrepreneurship – **IIT Madras** & 3G IRPS
  - **World Book of Records** Event Certificate **– UNITED KINGDOM.**