



3.5+ Years Driving Impact

# Gourav Rath

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 BI dashboards, KPI reporting, and data visualization.
  - And as a Senior Data Analysthe 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. analytics.
- 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 analysts.
- Collaborated cross-functionally to align insights, improving campaign efficiency and business outcomes.

## 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 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 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 – 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

CCS University Meerut (Distance) • 2021 – 2023

### Bachelor of Computer Application

Pt. DDUMC Mall Road, CCS University Meerut • 2016 – 2019



# Technical Skills

Comprehensive toolkit for Data Science, Machine Learning and Business Intelligence

## Programming Languages

[Python](#)[Java \(HTML/CSS\)](#)[Scala](#)[SQL](#)

## Analytics Tools & Databases

[SQL Server](#)[SAS](#)[Alteryx](#)[PostgreSQL](#)[MongoDB](#)[Hiva](#)[NumPy](#)[Seaborn](#)[Pandas](#)[NumPy](#)[SparkSQL](#)[SPSS](#)[Shiva](#)

## Visualization Tools

[Power BI](#)[Tableau](#)[Excel \(Advanced\)](#)[Quicksight](#)[Jupyter Notebook](#)[Power \(Query & View\)](#)[TensorFlow](#)

## Cloud & Tools

[Azure](#)[AWS](#)[BigQuery](#)[AWS \(S3, Redshift, QuickSight\)](#)[Docker](#)[Jira](#)[GitHub Actions](#)[CRM \(Salesforce, Zoho CRM\)](#)



CRM (Salesforce, Zoho CRM)

### Data Processing & Automation

ETL

Data Wrangling

Web Scraping (Scrapy, BeautifulSoup, Selenium)

### Frameworks

Django

SDLC

Wireframing (Balsamiq, Figma)

### Mathematical & Statistical Analysis

Linear Algebra

Calculus

Differential Equations

Numerical Methods

Probability Theory

Hypothesis Testing

Regression Analysis

Bayesian Methods

### Business & Marketing Analytics

KPI Tracking

Campaign Performance Analysis

ROI Optimization



## MACHINE LEARNING & DEEP LEARNING (Upskilling Soon)

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

Faiss

## ARTIFICIAL INTELLIGENCE (Upskilling Soon)

Chatbots

n8n

Generative AI

AI Agents

Agentic AI

Computer vision

Prompt Engineering

OpenAI APIs

BERT

GPT

Fine-Tuning (LoRA, QLoRA)

LSTM

RNN

LangChain

NLP

LLMs based RAG

RAG (Retrieval-Augmented Generation)

# Soft Skills

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

Analytical Thinking &amp; 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 &amp; 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



## 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



## 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.

Financial Analysis

Trend Identification

Data Visualization





[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).

[Generative AI](#)[LLMs](#)[RAG](#)

## Medical Diagnosis AI

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

[Deep Learning](#)[Medical AI](#)[LSTM](#)

## Agentic AI Systems

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

[Agentic AI](#)[Autonomy](#)[Task Automation](#)

## 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](#)

## AI Innovation Ecosystem Development

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

[AI Ecosystem](#)[Innovation](#)[Collaboration](#)

## 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](#)



# Achievements & Certifications

Key accomplishments and certifications demonstrating expertise and continuous learning.

## CERTIFICATE OF PARTICIPATION

**Gourav Pathi**  
**World Book of Records Event & Workshop**

3G Institute of Research & Policy Studies

HQ : IIT Madras Research Park

Chennai (Tamil Nadu) India

has participated in  
the Nation Building Project - India's Largest Career Guidance  
Digital Conference to create 1 Million Career Coaches to address  
World Employment Crisis due to Artificial Intelligence and  
COVID-19, initiated by 3G Institute of Research & Policy Studies,  
IIT Madras Research Park on "A Vision to give Free Career Guidance  
to 315 Million Indian students to Build India to Serve the World!"

Date: 10 August 2020

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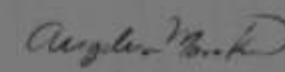
## Career Counselling Foundation Certificate

This Certificate is proudly presented to

**Career Counselor**  
**GOURAV RATHI**

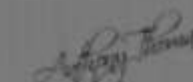
[View Certificate](#)

For successfully completing the three days Foundation program of 3G Me Life by attending the  
**World book of Records Event - India's Largest Career Guidance digital Platform**  
on August 8th, 9th & 10th 2020. This embarks your journey of fruitful relation with 3G Me Life,  
An Uber-Model Platform for Career Coaches.



Angélica Mora Kuri

Coordinator, London Certification



Anthony Thomas

Secretary, London Certification





**PG Certificate in Data  
Science & ML –  
iNeuron.AI**

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**HR Analyst – Kmac  
Talent Management**

[View Certificate](#)

**Python Data Science –  
IBM**

[View Certificate](#)

**Financial Analyst –  
LinkedIn**

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**Project Management  
Essentials(PME) at  
Management & Strategy  
Institute**

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**Six Sigma White Belt(SSWB) at  
Management & Strategy  
Institute**

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

**Contact**





# Contact

Let's connect and discuss how I can contribute to your data-driven initiatives. Provide feedback via the form below.

-  **Location** Noida, India
-  **Email** gauravrathi3159@gmail.com
-  **Telegram** [@GauravRathi3159](#)
-  **LinkedIn** [GauravRathi3159](#)
-  **GitHub** [GauravRathi3159](#)

Send Message





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# Gourav Rathie

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

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

Gourav Rathie AI Assistant

×

Hi! I'm Gourav Rathie's AI assistant. How can I help you today?

Ask something about Gourav Rathie...

Send