

# KASHISH RASTOGI

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## HIGHLIGHTS

- **1 Year** experience in **Data Analysis** using Python, Excel, and SQL as a Junior Data Analyst and Machine Learning Intern to solve multiple client requests ranging from creating dashboards to compiling databases
- Led cross-functional teams in various roles, including Scrum Master for VizLearn project and team leader for managing and optimizing data-driven dashboards at Dataprophets

## TECHNICAL SKILLS

- **Programming Languages** : Python (Sklearn, Plotly, Dash, Matplotlib, Seaborn), JavaScript
- **Database & ORM Tools** : MySQL, MongoDB, Apache Spark, Apache Kafka
- **Developer Tools** : JIRA, React, GitHub, NPM, Figma, Microsoft (Excel, Office, PPT)
- **Visualization Tools** : Tableau, PowerBI, Quicksight (AWS), Streamlit
- **Data Science** : Visualization, KPI Dashboarding, Statistical Analysis
- **Soft skills** : Collaborative, Time Management, Adaptability to new technologies

## EDUCATION

**Master of Applied Computing** | University of Windsor, Windsor, ON  
**B.Tech in Computer Science and Engineering** | Indus University, India

May 2023 – Present  
Aug 2017 - July 2021

## WORK EXPERIENCE

### Data Visualizer Freelancer

Visual Capitalist, Canada

*Technologies used: Tableau, Figma*

Nov 2022 – Present

- Designing marketing copy that effectively conveys brand messages in a captivating and visually appealing manner
- Introduced innovative approaches to visual storytelling, ensuring that data-driven content resonates with the audience and effectively communicates complex information
- Creating data-driven visuals on diverse domains such as technology, politics, mining, & many more using Figma, Tableau

### Jr. Data Scientist

Dataprophets, India

*Technologies used: React, Chart.js, MySQL, Python, Tableau, Plotly Dash, Keras*

Jul 2021 - May 2022

- Contributed to gathering requirements for projects from the stakeholders and evaluating the metrics which fulfill the project requirements
- Developed an MS Excel and Quicksight Dashboard offering insights into campaign performances and a daily morning report for customer retention, demonstrating a keen focus on actionable analytics
- Made a Rasa chatbot in the NLP domain with 75% accuracy for extracting keywords related to products like Laptops, AI & ML, and Law firms from the user chats
- Led a team of 3 people in managing and optimizing data-driven dashboards and predictive models for detecting 20 emotions from songs and other multiple data analysis projects

### Machine Learning Intern

Innixture, India

*Technologies used: Python, Tableau, Power BI, Plotly Dash*

Jan 2021 - Jun 2021

- Conducted comprehensive descriptive analyses on diverse datasets, providing valuable insights and leveraging machine learning algorithms to enhance understanding and predictive capabilities across various use cases
- Developed an interactive Power BI dashboard for a clothing brand, strategically gauging customer interest in products and delivering insights from the user interaction data
- Assisted in the preparation of technical documentation, including model architecture diagrams, code documentation, and user manuals, ensuring clear communication of complex concepts to both technical and non-technical stakeholders

## PROJECTS

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### Trend Insight

Sep 2023 – Dec 2023

**Technology Stack:** Apache Spark, Apache Kafka, Tableau, Figma, Python

- Designed Python script that calls Twitter and Reddit APIs at intervals of 30 minutes for the collection of data, ensuring the ETL process with up to the minute insights and trend analysis
- Utilized PySpark scripts to process and analyze large social media datasets, achieving a 15% reduction in processing time compared to previous methods
- Produced interactive and informative data visualizations using Tableau, enabling decision-makers to grasp trends
- Harnessed Natural Language Processing (NLP) techniques, including sentiment analysis, to pinpoint emerging themes, popular hashtags, and prevailing sentiments within social media messages

### Sales Performance

Jul 2023 - Aug 2023

**Technologies Stack:** Python, Plotly, Power BI, Figma, Statistical Analysis

- Built a Sales Performance Dashboard in Power BI, incorporating key metrics and doing statistical techniques with Python to identify trends, cyclic patterns, and potential outliers
- Implemented a range of dynamic dashboard components, including Geographical analysis for a dynamic map visualization, Customer segments analysis for targeted marketing, and Product performance charts for product-specific trends
- Utilized hypothesis testing to validate assumptions and draw meaningful conclusions from the sales data and also documented detailing data sources, calculations, and specific insights derived from the dashboard

## AWARDS AND ACHIVEMENTS

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**Participant**, University of Windsor / Demoday

Dec 2023

- Selected to showcase the TrendInsight Dashboard and Report to various people and special judges

**Winner**, Tableau / VizOfTheDay

Apr 2023

- Awards: Received recognition from Tableau as the VizOfTheDay tag for a graphic comparing the United States of America and United Kingdom inflation rates by year and categories

**Winner**, Onyx January Data Challenge / Made a graphic on Star Wars

Jan 2022

- Honors: Secured the first position in the Onyx January Data Challenge, earning a USD \$500 gift voucher
- Produced an outstanding poster graphic on Star Wars, showcasing a detailed analysis of planets, characters, and species, demonstrating creativity and analytical skills

## CERTIFICATES

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- IBM Data Science specialization (Coursera)
- Coursera Python for Everybody (Skillzcafe)
- Macquarie University Excel Skills for Business Essentials (Coursera)