




Naved Choudhary

Data Scientist

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PROFILE

Data enthusiast with over two years of experience in Data Science, specializing in Python, SQL, and advanced analytics. Proficient in developing machine learning models, applying statistical techniques, and optimizing data strategies to drive business impact. Skilled in collaborating with cross-functional teams and translating complex insights into actionable decisions.

PROFESSIONAL EXPERIENCE

Data Scientist Stryker Web Tech

2025/01 – present | Noida, India

- Optimized **SEO, PPC**, and lead gen strategies, increasing **qualified leads by 35%** and campaign **ROI by 20%** using data-driven insights.
- Built predictive models for **targeting and conversion tracking**, boosting **budget efficiency by 25%** and **targeting accuracy by 40%**.
- Developed **Power BI dashboards** and **automation tools** in Python, reducing **reporting time by 70%** and improving client insight delivery.

Jr.Data Scientist

HockeyCurve Growth Solutions Pvt. Ltd.

2022/08 – 2024/12 | Mumbai, India

- Collaborated with cross-functional teams to align data projects with business goals, improving **project delivery speed by 30%**.
- Automated data pipelines using Python, achieving an **80–90% boost in processing efficiency**.
- Built a scalable dashboard API for real-time metric tracking, increasing **reporting accuracy by 50%**.
- Extracted actionable insights from complex data using **SQL, Python, and Power BI**, enhancing **campaign performance by 20%**.
- Automated public data collection via web scraping, reducing **manual effort by 70%**.

Python with Machine Learning Intern HCL Tech

2019/06 – 2019/07 | Gurugram, India

- Developed a **Decision Tree model** to predict **wine quality** using physicochemical attributes, achieving **85% accuracy** through effective **EDA, feature selection, and hyperparameter tuning** with cross-validation.

EDUCATION

Master Of Science in Data Science Chandigarh University

2023 – present | Chandigarh, India

PG Diploma in Data Science I.T.Vedant Institute

2021 – 2022 | Mumbai, India


B.Tech in Computer Science B K Birla Institute of Engineering & Technology

2016 – 2020 | Pilani, India

PUBLICATIONS


Zomato Restaurants Data Analysis Using Machine Learning Algorithms.

Journal of Emerging Technologies and Innovative Research (JETIR)
February 2021, Volume 8.

<https://www.jetir.org/papers/JETIR2102170.pdf> 

Review Of Liver Disease Prediction Using Machine Learning Algorithms.

Journal of Emerging Technologies and Innovative Research (JETIR)
February 2021, Volume 8.

<https://www.jetir.org/papers/JETIR2102026.pdf> 

SKILLS

Programming Languages: Python | SQL | R(basic) | HTML | CSS

Data Science & Analytics: Machine Learning | Deep Learning | Large Language Models (LLMs) | Statistical Modeling | Statistical Analysis | A/B Testing | Data Manipulation & Analysis | Data Cleaning | Feature Engineering | Hypothesis Testing

Visualization & Reporting: Power BI | Microsoft Excel | Matplotlib | Seaborn | Plotly | Grafana | Tableau (basic)

Tools & Platforms: Jupyter Notebook | Google Colab | Visual Studio Code | GitHub

PROJECTS

Dashboard Creation for High-Profile Clients (Amazon, Apple, Rapido, Van Heusen, Etc)

- Designed and optimized **data pipelines and APIs** using **Python, SQL, and FastAPI**, improving dashboard response time by **40%**.
- Developed **interactive Power BI visualizations** to deliver **actionable insights**, enhancing client decision-making efficiency.

Worked on Sports Moment Marketing Automation with Python

- Built a **real-time ad targeting system** using **Python, NLP, and web scraping**, increasing ad engagement by **35%**.
- Integrated **live sports event data APIs** for automated ad placements, reducing manual effort and optimizing ad delivery.

Zomato Restaurants Data Analysis (Machine Learning)

- Applied **EDA and feature engineering** to preprocess restaurant data, improving model accuracy by **20%**.
- Developed **ML models (Logistic Regression, Decision Tree, and Random Forest)** to predict ratings and customer preferences, enhancing recommendation accuracy.

CERTIFICATES

- Data Science – IIT Bombay
- Data Science using Python – Internshala
- Python for Data Science – IBM
- Machine Learning – I.T.Vedant Institute
- Python Programming – I.T.Vedant Institute
- Python with Machine Learning – Tech Vision
- Power BI for Beginners – Simplilearn
- Analytics with Python – I.T.Vedant Institute
- Machine Learning A-Z: AI, Python & R + ChatGPT - Udemy

LANGUAGES

- English
- Hindi