

## CORE COMPETENCIES

- Generative AI
- Large Language Model
- Predictive Modeling
- Data Analysis
- Statistical Analysis
- Machine Learning
- Data Visualization
- Project Management
- Power BI Dashboards
- Google Data Analytics
- Business Analytics
- ETL (Extract, Transform, Load)
- Cloud Computing
- Data Engineering

## TECHNICAL SKILLS

- Python, SQL, Data Visualization (Tableau, Power BI)

## SOFT SKILLS

- Communication
- Cross-functional Collaboration
- Problem-solving
- Critical Thinking
- Analytical

## CERTIFICATION

- Google Data Analytics Professional Certificate | 2022

## PROJECTS

- Google Analytics 4 Data Fetch via API.
- Customize Data Handling Tool for a specific objective for KDMS.
- 12+ E-Commerce Websites Web Scrapping Projects.
- Plant Identification and the Health Check Application.
- Classroom projects on prediction and classification ML models.
- E-Commerce Reviews Analyzing System.

## EDUCATION

- **Master of Data Science** from Chandigarh University | 2023
- **Bachelor of Computer Applications** from Punjab University | 2019

# RAHUL MANOCHA (Data Scientist)

**Achievement-driven & analytical professional specializing in Data Science targeting roles leverage skills & expertise for career development.**

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## PROFILE SUMMARY

- **Accomplished Data Scientist:** Proficient in business intelligence, data pre-processing, and modelling, using machine learning for impactful outcomes.
- **Technical Acumen:** Analysing processes, identifying optimization opportunities, and implementing strategic automation solutions; enhancing production processes for seamless functionality and efficiency.
- **Data Transformation and Visualization Expert:** Specializing in intricate data transformations and impactful Power BI dashboards & uses advanced visualization techniques to clarify complex data, aiding informed decision-making.
- **Effective Project Leader:** Leading initiatives including Google Analytics 4 API data retrieval, customized data tools, and e-commerce website scraping projects.
- **Innovative Data Scientist:** Showcasing strong R&D skills and a proactive approach to self-learning to leveraging continuous self-improvement to drive impactful data-driven solutions.

## ORGANIZATIONAL EXPERIENCE

### Kinerk Direct Marketing Solutions, Mohali | Apr'21 - Present Growth Path:

#### Software Developer (Promoted as Back-end SQL Developer) | Feb'23 - Present Key Result Areas:

- Observing intricate processes and identified areas for optimization, implementing strategic automation solutions to enhance efficiency and functionality.
- Maintaining existing production processes, ensuring seamless functionality and operational efficiency within the organization.
- Specializing in working with analytics data to craft sophisticated data transformations, driving insightful decision-making and supporting business objectives.
- Developing impactful Power BI dashboards using advanced visualization techniques, presenting complex data in a clear and actionable format.
- Committing to process enhancement, contributing to the continual improvement of operational workflow and fostering a data-driven environment.
- Leveraging expertise in data analysis to support informed business decisions, enhancing skills to respond effectively to changing conditions.

#### Web Admin | Apr'21 – Feb'23

##### Key Result Areas:

- Worked closely with the Technical Team to actively engage in reporting tasks, a keen understanding of data analysis and presentation.
- Designed and developed compelling promotional emails by leveraging proficiency in HTML and CSS, ensuring visually appealing and effective communications.
- Fetched and transformed relevant data into visually presentable formats, showcasing the to bridge the gap between technical intricacies and user-friendly presentations.
- Engaged in data analysis tasks, applying technical expertise to produce clear and impactful reports and visualizations.
- Utilized technical skills in HTML, CSS, and data transformation to create effective communication materials and reports.
- Exhibited a comprehensive skill set that combines technical expertise with a creative and results-oriented approach, contributing to impactful and user-friendly presentations.