Rahul Manocha

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Google Certified Data Analyst | Business Intelligence | Data Scientist | ML Engineer

Professional Summary

Versatile data scientist adept at business understanding, data preparation, and modeling. Collaborates effectively with teams, leveraging machine learning for impactful results. Committed to ethical practices, continuous learning, and embodying organizational values.

PROFESSIONAL EXPERIENCE

Role: Software Developer (Promoted as Backend SQL Developer)

Company Name: Kinerk Direct Marketing Solutions   Feb 2023 – Present

As a dynamic and detail-oriented professional, I excel in observing intricate processes, meticulously identifying areas for optimization, and implementing strategic automation solutions. My role involves the adept maintenance of existing production processes, ensuring seamless functionality and efficiency. Proficient in working with analytics data, I specialize in crafting sophisticated data transformations that drive insightful decision-making within organizations. My expertise extends to the development of impactful Power BI dashboards, utilizing advanced visualization techniques to present complex data in a clear and actionable format. Through my commitment to process enhancement, I contribute to the continual improvement of operational workflows, fostering a data-driven environment that empowers informed business decisions.

Role: Web Admin

Company Name: Kinerk Direct Marketing Solutions   Apr 2021 - Feb 2023

In my role, I collaborated closely with the technical team, actively engaging in reporting tasks that required a keen understanding of data analysis and presentation. My responsibilities extended to creating compelling promotional emails, where I leveraged my proficiency in HTML and CSS to design visually appealing and effective communications. Additionally, I excelled in the task of fetching relevant data and transforming it into visually presentable formats, showcasing my ability to bridge the gap between technical intricacies and user-friendly, impactful presentations. Through these responsibilities, I demonstrated a comprehensive skill set that combines technical expertise with a creative and results-oriented approach.

PROJECTS

- Google Analytics 4 Data Fetch via API.
- Customize Data Handling Tool for a specific objective for KDMS.
- 12+ E-com Websites web scrapping projects.
- Plant Identification and the health check application.
- Some classroom projects on prediction and classification ML models.

Learnings from the projects:

- Hands-on experience in multiple python frameworks like flask,
- Streamlit while building analytics to NoSQL data handler.
- Learnt Selenium and BS4 while web scrapping projects.
- Learnt Handling APIs integration while GA4 Data Fetching.
- Learnt Generative AI while working on Plant Identification project, I worked with google Gemini API.
- Machine learning algorithms while building ML models.

SKILLS:

- Data Analysis
- Python, SQL
- Machine Learning
- Data Visualization (Tableau, Power BI)
- Statistical Analysis

- Problem Solving
- Communication Skills
- Team Collaboration
- Data Engineering
- Continuous Learning

EDUCATION

- **Master of Data Science**
  Chandigarh University, May 2023
- **Bachelor of Computer Applications**
  Punjab University, May 2019
- **Higher Secondary Education (12th)**
  CBSE (Jawahar Navodaya Vidyalaya), March 2015
- **Secondary Education (10th)**
  CBSE (Jawahar Navodaya Vidyalaya), March 2013

CERTIFICATION

Google Data Analytics Professional

Certificate | 2022

Dive deeper into my profile at https://rahulmanocha.vercel.app/ **for a more extensive perspective.**