Rohit Raj
Junior Data Analyst

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PROFESSIONAL SUMMARY

Detail-oriented Bachelor of Commerce (Hons.) student at Delhi University specializing in business statistics. Proficient in statistical analysis and skilled in leveraging data-driven insights to support business objectives. Certified in data science and advanced Prompt Engineering techniques, with a focus on applying analytical methodologies to drive informed decision-making in Data Science and Analytics. Eager to contribute analytical skills and a strong academic foundation to excel in a Junior Data Analyst role.

EDUCATION

BACHELOR OF COMMERCE (HONS.)

Delhi University , Delhi, India | Graduated in 2024

DIPLOMA IN ADVANCED FINANCE AND ANALYTICS (DAFA)

Oxford Institute of Graphics and Information Technology , Ghaziabad | Graduated in 2023

PROJECTS

CYCLISTIC BIKE SHARE DATA ANALYSIS PROJECT

Project Overview: Analyzed historical bike trip data from Cyclistic, a leading bike-share program in Chicago. Leveraged a dataset encompassing ride durations, start/end times, station locations, user types (casual vs. annual members), and bike types. Objective was to uncover actionable insights into user behavior to inform strategic initiatives for increasing annual memberships.

Tasks Performed:
- Conducted extensive data exploration to understand dataset structure and quality.
- Implemented rigorous data cleaning to ensure data integrity and reliability.
- Utilized R programming for exploratory data analysis (EDA) to identify trends, patterns, and correlations.
- Created insightful visualizations using ggplot2 and other libraries to communicate findings effectively.
- Compared usage behaviors between casual riders and annual members to optimize marketing strategies.
- Derived actionable insights and formulated recommendations for enhancing user conversion and retention rates.

Tools Used:
- **Programming:** R
- **Libraries:** ggplot2, dplyr, lubridate, tidyverse
- **Visualization Tools:** R Studio

Achievements:
- Identified peak usage times and seasonal variations in bike usage.
- Proposed targeted strategies to convert casual riders into long-term members.
- Contributed to data-driven decision-making processes to support Cyclistic's growth objectives.

CERTIFICATIONS

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE

https://www.credly.com/badges/5517bef1-0318-4acb-8256-25c4c9366b87/linked_in?t=sfhpo9

Completed Google's Data Analytics Professional Certificate, comprising eight courses developed by Google. Acquired proficiency in tools such as spreadsheets, SQL, Tableau, and R, with hands-on, practice-based assessments preparing for entry-level roles in Data Analytics. Skilled in data preparation, processing, analysis, and visualization for informed decision-making.

PROMPT ENGINEERING SPECIALIZATION

Completed the "Prompt Engineering Specialization" from Vanderbilt University, focusing on the advanced use of Generative AI for data analysis. Developed skills to brainstorm innovative solutions, generate comprehensive visualizations, and extract critical information from various documents. This specialization has augmented proficiency in data analysis, leveraging AI to streamline workflows, uncover insights, and drive data-driven decision-making.

INTRODUCTION TO DATA ANALYSIS USING MICROSOFT EXCEL

Successfully completed the "Introduction to Data Analysis using Microsoft Excel" course with a grade of 95%. Gained essential skills in formulas and functions in spreadsheets, data analysis, and data calculations. This course provided a strong foundation for effectively analyzing and interpreting data using Microsoft Excel.

DATA ANALYTICS USING CHATGPT WITH EXCEL AND PYTHON

Completed the "Data Analytics Using ChatGPT with Excel and Python" course. Enhanced skills in strategic data interpretation, utilizing advanced techniques to extract meaningful insights from complex datasets. Developed Python data analytics capabilities, leveraging powerful libraries for data manipulation and analysis. Gained expertise in integrating ChatGPT with Excel, combining AI-driven problem-solving with Excel's robust data handling features to perform thorough and accurate data analyses that drive informed decision-making.

SKILLS

**DATA CLEANING AND PREPROCESSING   EXPLORATORY DATA ANALYSIS (EDA)   STATISTICAL ANALYSIS
DATA INTERPRETATION   PYTHON   R   SQL   TABLEAU   GGPLOT2   MATPLOTLIB   SEABORN
MICROSOFT EXCEL (ADVANCED FUNCTIONS, PIVOT TABLES, CHARTS)   JUPYTER NOTEBOOK
PROMPT ENGINEERING   AI-DRIVEN DATA ANALYSIS   AI-ASSISTED CONTENT GENERATION   PROBLEM SOLVING
CRITICAL THINKING   ATTENTION TO DETAIL   COMMUNICATION   TEAM COLLABORATION**