

SHASHANK RAWAT

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SKILLS

- **Programming Language: Python** (pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, NLTK, Keras), R, C
- **Data Visualisation: Power BI** (DAX, Data Modeling, Dataflows, Power Query), Tableau, Advanced Excel
- **Relational Databases & SQL: T-SQL** (MS SQL Server), PostgreSQL, SQLite
- **Data Processing:** ETL Processes, Data Cleaning, Feature Engineering
- **Machine Learning:** Regression, Classification, Clustering, NLP, Deep Learning
- **Tools & Technologies:** Git, Advanced Excel (Pivot Table, LOOKUPS, VBA), Microsoft 365 tools
- **Data Management & Analysis Techniques:** Agile, Data Governance, Hypothesis Testing, Statistical Analysis

EDUCATION

MSC. DATA SCIENCE – University of Essex – Colchester, UK | Grade: 2:1 Oct 2023
Majors: Applied Statistics, Databases, Data Analysis and Modeling, Data Visualization, Machine Learning, Big Data with Finance.

PROJECTS

Credit Card Fraud Detection System | *University of Essex*

- Developed an adaptive fraud detection system, improving accuracy by **19%** and reducing false positives by **15%**.
- Improved data quality by **22%** through advanced pre-processing and feature engineering techniques.
- Utilized **MS SQL Server** and **Python** for data processing and data modeling, used **ROC AUC** for Model Evaluation.

Blinkit Sales Analysis | *E-Commerce*

- **Analyzed** Blinkit's E-Commerce sales data, focusing on KPIs such as total sales and customer ratings, providing actionable insights.
- **Created interactive Power BI dashboards** to visualise total sales and performance metrics across **50+ outlets**.
- **Evaluated** fat content impact on sales, identifying a **27%** increase in sales for low-fat items, guiding targeted marketing initiatives.

EXPERIENCE

CODESOFT - DATA ANALYST - VIRTUAL INTERN | INDIA Aug 2024

- In a real-time project, conducted in-depth data analysis using **Python** and **SQL**, identifying trends that boosted **customer satisfaction by 30%** and **increased revenue by 25%** through data-driven recommendations.
- Created dynamic visualisations with **Matplotlib** and **Seaborn**, enhancing reporting accuracy by **20%** and facilitating stakeholder decision-making with clear data insights.
- Developed and implemented predictive machine learning models in **Python**, leading to more accurate sales forecasting and optimising business strategies for improved performance.

PWC POWER BI ANALYST - VIRTUAL INTERN | SWITZERLAND Jul 2024

- Developed **Power BI dashboards** and **reports** to deliver actionable insights, improving reporting accuracy by **20%**.
- Delivered valuable insights through clear and concise **communication** with engagement partners, offering actionable suggestions.
- Analyzed HR data to address gender balance issues, providing recommendations to enhance **gender-related KPIs by 25%**.

CERTIFICATION

- Google Data Analytics Professional Certificate | Coursera (Google) Sep 2024
- Agile Project Management Professional Certificate | **Atlassian** Sep 2024
- **Advanced Power BI:** DAX Language, Formulas, and Calculations | LinkedIn Learning Jul 2024
- Certified Data Analyst (Excel, SQL and Tableau) | **ANALYTIXLABS** Jul 2020