

NAGENDRA SINGH RAWAT

Gurgaon, NCR

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Professional Summary

Aspiring Data Scientist with 5+ years of experience in digital marketing analytics, data visualization, and business optimization. Proficient in Python (Pandas, NumPy, Scikit-learn), SQL, Tableau, Power BI, and statistical modeling. Completed Google Data Analytics Specialization and currently pursuing DataCamp Data Science certification. Seeking internship to apply analytical and problem-solving skills to real-world business challenges.

Education

Data Science Career Track

DataCamp

2025

In Progress

Google Data Analytics Specialization

Coursera

2025

Completed

PG Diploma in Digital Marketing

LearnToday (Digital Deepak)

2020

Completed

Bachelor of Science

H.N.B. Garhwal University

2017

Completed

Technical Skills

Programming: Python, SQL, Jupyter Notebook

Machine Learning: Scikit-learn, Pandas, NumPy, Matplotlib, Seaborn, Classification, Clustering

Data Visualization: Tableau, Power BI, Excel, Google Sheets

Tools & Platforms: Google Analytics, Campaign Manager 360, DV360, Meta Ads, Data Pipelines

Data Science & Analytics Projects

Customer Behavior Prediction | Python, Scikit-learn

GitHub

- Developed classification model using Python and Scikit-learn to predict customer purchase intent
- Applied comprehensive EDA and feature engineering, achieving 80%+ model accuracy
- Implemented cross-validation and hyperparameter tuning for optimal performance

Data Cleaning & Visualization (Google Analytics Capstone) | SQL, Excel, Tableau

GitHub

- Performed data wrangling and transformation using SQL and Excel
- Built interactive Tableau dashboards presenting actionable business insights
- Analyzed 100,000+ data points to identify key trends and patterns

Marketing Analytics Dashboard | Google Analytics, Sheets, Tableau

GitHub

- Designed automated KPI dashboards integrating Google Analytics and Tableau
- Achieved 40% reduction in manual reporting time through workflow automation
- Enhanced performance tracking accuracy with real-time data updates

Experience

Freelance Marketing Specialist <i>iNSRawat.com</i> <ul style="list-style-type: none">Built comprehensive data dashboards analyzing KPIs and optimizing marketing performanceImproved ROI by 25% leveraging analytical insights and performance metricsConducted detailed consumer and sales data analysis supporting strategic decisionsAutomated reporting workflows improving operational efficiency	Apr 2023 - Present <i>Remote</i>
Digital Marketing Associate <i>CarEager (VMG)</i> <ul style="list-style-type: none">Identified growth trends through data analytics resulting in 25% sales increaseCreated custom Excel and Google Analytics dashboards for management reportingCollaborated with cross-functional teams aligning analytics with business objectives	Mar 2023 - Jun 2023 <i>Remote</i>
Digital Marketing Manager <i>Plants Kharido Pvt. Ltd.</i> <ul style="list-style-type: none">Managed comprehensive e-commerce analytics using Google Analytics for real-time monitoringConducted user funnel and behavioral analysis optimizing customer acquisitionAchieved 6x ROI through data-driven advertising strategies and budget optimizationEnhanced data documentation and reporting quality for improved decision-making	Mar 2022 - Mar 2023 <i>Remote</i>
Digital Marketing Executive/Intern <i>Multiple Roles</i> <ul style="list-style-type: none">Managed SEO, PPC, and analytics-driven campaigns for diverse clientsBuilt comprehensive ROI, traffic, and engagement dashboards for client reportingImproved data validation processes before reporting	2020 - 2021 <i>Various Locations</i>

Certifications

- Data Science Career Track (In Progress) | DataCamp Profile
- Data Fundamentals: IBM SkillsBuild | Credly Badge
- Getting Started with Data: IBM SkillsBuild | Credly Badge
- Google Data Analytics Specialization: Coursera | Coursera Certificate

Core Strengths

- Data Science & ML: Machine learning fundamentals, statistical modeling, predictive analytics
- Data Visualization: Creating visual narratives using Tableau, Power BI, Excel
- Business Analytics: Translating data insights into actionable recommendations
- Problem-Solving: Strong analytical thinking and systematic approach
- Team Collaboration: Effective communicator with cross-functional abilities
- Attention to Detail: Meticulous in data validation and quality assurance

Languages

- English: Fluent
- Hindi: Native