

# NAGENDRA SINGH RAWAT

Data Scientist

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## PROFESSIONAL SUMMARY

Results-driven Data Scientist with strong programming foundation and 5+ years of marketing analytics domain expertise. Proven track record building end-to-end ML projects from data collection to production deployment. Delivered customer behavior prediction models (89% accuracy), automated analytics dashboards (40% time savings), and data-driven strategies generating 6x ROI. Experienced in statistical analysis, A/B testing, feature engineering, and translating complex models into actionable business insights.

**Core Skills:** Python (Pandas, NumPy, Scikit-learn), SQL, Machine Learning (Classification, Regression, Clustering), Statistical Analysis, Data Visualization (Tableau, Power BI), Feature Engineering, Model Evaluation, A/B Testing, Marketing Analytics, Business Intelligence, Git/GitHub

## TECHNICAL SKILLS

**Programming:** Python, SQL, Git/GitHub (50+ commits) | Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, SciPy, Statsmodels | Jupyter, VS Code, Colab

**Machine Learning:** Supervised (Linear/Logistic Regression, Decision Trees, Random Forest, XGBoost, Gradient Boosting) | Unsupervised (K-Means, PCA) | Cross-Validation, GridSearchCV, Feature Selection | Metrics (Accuracy, Precision, Recall, F1, ROC-AUC, RMSE, R<sup>2</sup>) | Hypothesis Testing, A/B Testing, Time Series

**Visualization & Deployment:** Tableau, Power BI, Matplotlib, Seaborn, Plotly, Excel | Google Analytics | Streamlit (3+ Production Apps), REST APIs, Docker (Basic)

**Domain Expertise:** Marketing Analytics (Campaign Performance, ROI, Customer Segmentation, Funnel Analysis) | Business Intelligence (KPI Dashboards, Executive Reporting, Data Storytelling)

## DATA SCIENCE PROJECTS

### Customer Behavior Prediction | Python, Scikit-learn, XGBoost, Streamlit

- [GitHub](#) | [Live Demo](#)
- **Business Problem:** E-commerce client facing 30% annual churn with no early warning system
- **Solution:** Built end-to-end ML pipeline; performed EDA on 10,000+ records, engineered 25+ features (RFM analysis, purchase frequency), trained 5 classification algorithms, optimized XGBoost using GridSearchCV with 5-fold cross-validation, deployed interactive Streamlit app
- **Impact:** **89% accuracy** (F1: 0.87), identified **15% at-risk customers** worth **Rs.2.5L revenue recovery**, **200+ users** accessing deployed application

### Marketing Analytics Dashboard | SQL, Python, Tableau, Google Analytics

- [GitHub](#) | [Live Demo](#)
- **Problem:** Marketing teams spending 10+ hours weekly on manual cross-channel reporting
- **Solution:** Designed automated ETL pipeline extracting data from Google Analytics API, Facebook Ads, Google Ads; created SQL queries joining 5+ tables; developed interactive Tableau dashboards with automated KPI calculations (CTR, CPA, ROAS, CLV)
- **Impact:** Reduced reporting time by **40%** (4 hrs/week saved), enabled real-time decisions resulting in **25% ROI improvement**, adopted by **3 teams**

### House Sale Price Prediction | Python, Regression, Feature Engineering

- [GitHub](#) | [Notebook](#)
- **Solution:** Developed regression model predicting house prices using 79 features from 1,460 properties; performed feature engineering (interaction terms, encoding, log transforms), addressed multicollinearity with VIF analysis, built ensemble models with hyperparameter tuning
- **Impact:** **RMSE within 8%** of actual prices, created interpretable model showing top price drivers, estimated **15% reduction** in listing time

### Data Cleaning & Visualization | SQL, Python, Tableau (Google Capstone)

- [GitHub](#) | [Live Demo](#)
- **Solution:** Processed 12 months bike-share data (5M+ rows); performed quality assessment, handled missing values, standardized formats; conducted temporal analysis identifying peak usage, seasonal trends; created interactive Tableau dashboards
- **Impact:** Identified **3 key user segments**, discovered peak conversion windows, completed Google Data Analytics Specialization capstone

### Supermarket Loyalty Prediction | Python (DataCamp Certification)

- GitHub | DataCamp Project
- Built predictive model forecasting customer spending; performed feature engineering on transaction/demographic data with cross-validation and hyperparameter optimization under timed exam conditions
- Successfully passed DataCamp Data Scientist Associate practical exam

## PROFESSIONAL EXPERIENCE

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<b>Freelance Data Analyst &amp; Marketing Specialist</b> <i>iNSRawat.com</i>	<b>Apr 2023 – Present</b> Gurgaon, Remote
<ul style="list-style-type: none"><li>• Built automated looker studio dashboards analyzing 15+ KPIs across channels, improving decisions and increasing client ROI by <b>25%</b> through statistical analysis</li><li>• Developed Python automation scripts for ETL processes, reducing manual data collection by <b>35%</b> and improving data quality through validation workflows</li><li>• Conducted consumer behavior analysis using EDA on 50,000+ records, identifying key purchase patterns and churn indicators</li><li>• Implemented A/B testing framework with hypothesis testing (p-values, confidence intervals) resulting in <b>18% conversion improvement</b></li></ul>	
<b>Digital Marketing Associate</b> <i>CarEager VMG</i>	<b>Mar 2023 – Jun 2023</b> Gurgaon
<ul style="list-style-type: none"><li>• Analyzed sales funnel data using data-driven strategies resulting in <b>25% sales increase</b> through predictive modeling and segmentation</li><li>• Designed custom Excel dashboards with advanced formulas and pivot tables for management reporting, integrating Google Analytics for real-time KPI tracking</li><li>• Performed cohort analysis on customer acquisition, calculating retention rates and lifetime value metrics</li></ul>	
<b>Digital Marketing Manager</b> <i>Plants Kharido Pvt. Ltd.</i>	<b>Mar 2022 – Mar 2023</b> Delhi
<ul style="list-style-type: none"><li>• Achieved <b>6x ROI</b> through data-driven budget optimization using statistical analysis to allocate Rs.5L+ monthly spend across channels (Google Ads, Facebook, Instagram)</li><li>• Managed comprehensive e-commerce analytics using Google Analytics/SQL, implementing real-time dashboards tracking 20+ metrics</li><li>• Conducted funnel analysis identifying 3 critical drop-off points, implementing A/B tested solutions improving checkout completion by <b>22%</b></li><li>• Performed customer segmentation using RFM analysis and clustering, identifying 4 personas enabling personalized campaigns with <b>30% higher engagement</b></li></ul>	
<b>Digital Marketing Executive/Intern</b> <i>Multiple Organizations</i>	<b>2020 – 2021</b> Delhi
<ul style="list-style-type: none"><li>• Managed multi-channel campaigns for 5+ clients, analyzing performance data using Google Analytics/Excel to optimize SEO, PPC, social strategies</li><li>• Developed comprehensive ROI dashboards tracking 10+ metrics using pivot tables for client presentations</li><li>• Improved data validation processes, implementing systematic workflows reducing errors by <b>40%</b></li></ul>	

## EDUCATION & CERTIFICATIONS

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<b>Bachelor of Science</b> <i>H.N.B. Garhwal University</i>	<b>2017</b> Dehradun, India
<b>Data Science Career Track</b> <i>DataCamp</i>	<b>Expected: Jan 2026</b> <i>In Progress: Python, SQL, ML, Statistics, Visualization</i>
<b>Google Data Analytics Professional Specialization</b> <i>Coursera</i>	<b>Completed 2025</b> <i>8-course specialization: Data Analysis, SQL, R, Tableau</i>
<b>Data Fundamentals &amp; Getting Started with Data</b> <i>IBM SkillsBuild</i>	<b>Completed 2025</b> <i>Foundational data concepts, analytics principles</i>

## LANGUAGES & ADDITIONAL INFORMATION

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**Languages:** English (Fluent - Professional), Hindi (Native)

**Portfolio:** nsrawat.in/projects | 5+ public repositories, technical blog, project walkthroughs

**Interests:** MLOps & Model Deployment, Marketing Analytics & CLV Modeling, NLP for Text Analytics, Time Series Forecasting