

# Nagendra Singh Rawat

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Gurgaon, Haryana | Email: nsrawatdigital@gmail.com | Phone: 70177 27275

LinkedIn: linkedin.com/in/nsrawat | Portfolio: bio.link/nsrawat

## Summary

Aspiring Data Scientist with 5+ years of professional experience in digital marketing analytics, data visualization, and business growth optimization. Skilled in data cleaning, exploratory data analysis (EDA), reporting, and statistical modeling, with growing expertise in machine learning and predictive analytics. Proficient in Python (Pandas, NumPy, Scikit-learn), SQL, Tableau, Power BI, and Excel. Completed the Google Data Analytics Specialization (Coursera) and currently pursuing Data Science certification from DataCamp and IBM SkillsBuild. Seeking a Data Science Internship to apply analytical and problem-solving skills to real-world business challenges.

## Education

Data Science Career Track (in progress) – DataCamp | 2025

Google Data Analytics Specialization – Coursera | 2025

PG Diploma in Digital Marketing – LearnToday™ (Digital Deepak) | 2020

Bachelor of Science (B.Sc.) – H.N.B. Garhwal University | 2017

## Technical Skills

Programming & ML: Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn), Jupyter, SQL

Visualization: Tableau, Power BI, Excel, Google Sheets

Statistical Analysis: Hypothesis testing, regression, classification, predictive modeling

Data Handling: Data cleaning, preprocessing, feature engineering, EDA

Analytics Tools: Google Analytics, Campaign Manager 360, DV360, Meta Ads

## Data Science & Analytics Projects

**Customer Behavior Prediction** – Developed a classification model using Python and Scikit-learn to predict customer purchase intent. Applied EDA and feature engineering, achieving over 80% model accuracy.

**Data Cleaning & Visualization (Google Analytics Capstone)** – Performed data wrangling, transformation, and visualization using SQL, Excel, and Tableau. Built interactive dashboards to present actionable insights for decision-making.

**Marketing Analytics Dashboard** – Designed automated KPI dashboards integrating Google Analytics, Sheets, and Tableau. Reduced manual reporting time by 40% and enhanced performance tracking accuracy.

## Professional Experience

Freelance Marketing Specialist | iNSRawat.com, Gurgaon | Apr 2023 – Present

- Built data dashboards to analyze KPIs and optimize marketing performance.
- Improved ROI by 25% using analytical insights and performance metrics.
- Conducted consumer and sales data analysis to support strategic decision-making.

Digital Marketing Associate | CarEager (VMG), Gurgaon | Mar 2023 – Jun 2023

- Utilized data analytics to identify growth trends, increasing sales by 25%.
- Created custom Excel and Google Analytics dashboards for management reporting.

Digital Marketing Manager | Plants Kharido Pvt. Ltd., Delhi | Mar 2022 – Mar 2023

- Managed e-commerce analytics using Google Analytics for real-time data monitoring.
- Conducted user funnel and behavioral analysis to optimize customer acquisition.
- Achieved 6x ROI through data-driven advertising and budgeting.

Digital Marketing Executive / Intern | Multiple Roles | 2017 – 2021

- Managed SEO, PPC, and analytics-driven campaigns for various clients.
- Built reports and dashboards to track ROI, traffic, and engagement metrics.

## Certifications

Data Science Career Track (Ongoing) – DataCamp

Data Fundamentals – IBM SkillsBuild

Getting Started with Data – IBM SkillsBuild

Google Data Analytics Specialization – Coursera

## Core Strengths

Data Science & Machine Learning Foundations

Data Visualization & Dashboarding

Business & Market Analytics

Data-Driven Decision-Making

Strong Communication & Presentation

## Languages

English (Fluent) | Hindi (Native)