NAGENDRA SINGH RAWAT

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DATA SCIENTIST

Passionate Data Scientist with 5+ years of experience in digital marketing analytics, data visualization, statistical analysis, and machine learning. Strong expertise in Python (Pandas, NumPy, Scikit-learn), SQL, Tableau, Power BI, and predictive analytics. Proficient in exploratory data analysis (EDA), feature engineering, data preprocessing, model evaluation, and cross-validation. Experienced in building end-to-end data science projects, implementing classification and regression models, and creating automated reporting solutions. Proven ability to enhance system performance, automate workflows, and translate data insights into actionable business recommendations.

PROFESSIONAL EXPERIENCE

iNSRawat.com — Freelance Marketing Specialist   Apr 2023 - Present
Gurgaon, Remote

- Built comprehensive data dashboards analyzing KPIs and optimizing marketing performance using statistical analysis and data visualization, improving ROI by 25%
- Automated reporting workflows using Python and SQL, improving operational efficiency and data processing capabilities through ETL processes
- Conducted detailed consumer and sales data analysis using exploratory data analysis (EDA) and statistical methods supporting strategic decision-making

CarEager VMG — Digital Marketing Associate   Mar 2023 - Jun 2023
Gurgaon

- Identified growth trends through data analytics and statistical analysis resulting in 25% sales increase using predictive modeling
- Created custom Excel and Google Analytics dashboards for management reporting, implementing data visualization best practices
- Collaborated with cross-functional teams aligning analytics with business objectives using data-driven insights

Plants Kharido Pvt. Ltd. — Digital Marketing Manager   Mar 2022 - Mar 2023
Delhi

- Achieved 6x ROI through data-driven advertising strategies, budget optimization, and predictive analytics using machine learning fundamentals
- Managed comprehensive e-commerce analytics using Google Analytics for real-time monitoring and data analysis
- Conducted user funnel and behavioral analysis optimizing customer acquisition through data-driven strategies

Multiple Roles — Digital Marketing Executive / Intern   2020 - 2021
Delhi

- Managed SEO, PPC, and analytics-driven campaigns for diverse clients using data analysis and performance metrics
- Built comprehensive ROI, traffic, and engagement dashboards for client reporting using Excel and data visualization tools
- Improved data validation processes ensuring data quality and accuracy through systematic data cleaning workflows

TECHNICAL SKILLS

Programming Languages: Python, SQL, Jupyter Notebook, Git, GitHub.
Data Science Libraries: Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, SciPy, Statsmodels.
Machine Learning: Supervised Learning, Unsupervised Learning, Regression Analysis, Classification Algorithms, Clustering, Feature Engineering, Model Evaluation, Cross-Validation, Hyperparameter Tuning, Predictive Modeling, Decision Trees, Random Forest.
Data Analysis & Processing: Exploratory Data Analysis (EDA), Data Cleaning, Data Preprocessing, Data Wrangling, Statistical Analysis, Hypothesis Testing, A/B Testing, Time Series Analysis.
Data Visualization: Tableau, Power BI, Matplotlib, Seaborn, Excel Charts, Dashboard Design.
Database & Tools: MySQL, Excel, Google Sheets, Google Analytics, Data Pipelines, ETL Processes.

SIDE PROJECTS

Customer Behavior Prediction — Python, Scikit-learn   GitHub

- Developed classification model using Python and Scikit-learn to predict customer purchase intent, implementing supervised learning algorithms
- Applied comprehensive exploratory data analysis (EDA) and feature engineering, achieving 80%+ model accuracy through data preprocessing

Data Cleaning and Visualization (Google Analytics Capstone) — SQL, Excel, Tableau   GitHub

- Performed data wrangling and transformation using SQL and Excel, implementing comprehensive data cleaning workflows on large datasets
- Built interactive Tableau dashboards presenting actionable business insights through advanced data visualization techniques

Marketing Analytics Dashboard — Google Analytics, Sheets, Tableau   GitHub

- Designed automated KPI dashboards integrating Google Analytics and Tableau, implementing data pipeline automation and ETL processes
- Achieved 40% reduction in manual reporting time through workflow automation and data processing optimization

EDUCATION

Bachelor of Science   2017
H.N.B. Garhwal University   *Gurgaon*
Data Science Career Track   2025
DataCamp   *In Progress*
Google Data Analytics Specialization   2025
Coursera   *Completed*
PG Diploma in Digital Marketing   2020
LearnToday (Digital Deepak)   *Completed*

CERTIFICATE

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

LANGUAGES

English: Fluent
Hindi: Native