Nagendra Singh Rawat

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Professional Summary

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

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, Feature Selection, 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, Data Transformation, Statistical Analysis, Hypothesis Testing, A/B Testing, Time Series Analysis

Data Visualization: Tableau, Power BI, Matplotlib, Seaborn, Excel Charts, Dashboard Design, Data Storytelling

Database & Tools: SQL, MySQL, Excel, Google Sheets, Google Analytics, Data Pipelines, ETL Processes

Soft Skills: Problem-Solving, Analytical Thinking, Statistical Reasoning, Team Collaboration, Communication, Attention to Detail, Data Storytelling

Data Science and Analytics 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

Experience

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

- Built comprehensive data dashboards analyzing KPIs and optimizing marketing performance using statistical analysis and data visualization
- Improved ROI by 25% leveraging analytical insights, performance metrics, and predictive modeling through data-driven decision-making
- Automated reporting workflows using Python and SQL, improving operational efficiency and data processing capabilities

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

- Identified growth trends through data analytics resulting in 25% sales increase using predictive modeling and statistical analysis
- 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

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

- 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
- Achieved 6x ROI through data-driven advertising strategies, budget optimization, and predictive analytics

Digital Marketing Executive / Intern   2020 - 2021
Multiple Roles   *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

Education

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*

Bachelor of Science   2017
H.N.B. Garhwal University   *Completed*

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

Languages

English: Fluent

Hindi: Native