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^2) | Hypothesis Testing, A/B Testing, Time Series

Data Engineering: Data Cleaning, Wrangling, Feature Engineering, Preprocessing | EDA, Statistical Visualization | ETL Pipelines, Data Integration | MySQL, Query Optimization

Visualization & Deployment: Tableau, Power BI, Matplotlib, Seaborn, Plotly, Excel | Google Analytics | Streamlit (3+ Production Apps), REST APIs, Docker (Basic) | AWS (S3, EC2), GCP (BigQuery)

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

Freelance Data Analyst & Marketing Specialist   Apr 2023 – Present
iNSRawat.com   *Gurgaon, Remote*
- Built automated analytics dashboards analyzing 15+ KPIs across channels, improving decisions and increasing client ROI by **25%** through statistical analysis
- Developed Python automation scripts for ETL processes, reducing manual data collection by **35%** and improving data quality through validation workflows
- Conducted consumer behavior analysis using EDA on 50,000+ records, identifying key purchase patterns and churn indicators
- Implemented A/B testing framework with hypothesis testing (p-values, confidence intervals) resulting in **18% conversion improvement**

Digital Marketing Associate (Data Analytics Focus)   Mar 2023 – Jun 2023
CarEager VMG   *Gurgaon*
- Analyzed sales funnel data using SQL/Python, implementing data-driven strategies resulting in **25% sales increase** through predictive modeling and segmentation
- Designed custom Excel dashboards with advanced formulas and pivot tables for management reporting, integrating Google Analytics for real-time KPI tracking
- Performed cohort analysis on customer acquisition, calculating retention rates and lifetime value metrics

Digital Marketing Manager (Analytics-Driven)   Mar 2022 – Mar 2023
Plants Kharido Pvt. Ltd.   *Delhi*
- Achieved **6x ROI** through data-driven budget optimization using statistical analysis to allocate Rs.5L+ monthly spend across channels (Google Ads, Facebook, Instagram)
- Managed comprehensive e-commerce analytics using Google Analytics/SQL, implementing real-time dashboards tracking 20+ metrics
- Conducted funnel analysis identifying 3 critical drop-off points, implementing A/B tested solutions improving checkout completion by **22%**
- Performed customer segmentation using RFM analysis and clustering, identifying 4 personas enabling personalized campaigns with **30% higher engagement**

Digital Marketing Executive/Intern   2020 – 2021
Multiple Organizations   *Delhi*
- Managed multi-channel campaigns for 5+ clients, analyzing performance data using Google Analytics/Excel to optimize SEO, PPC, social strategies
- Developed comprehensive ROI dashboards tracking 10+ metrics using pivot tables for client presentations
- Improved data validation processes, implementing systematic workflows reducing errors by **40%**

EDUCATION & CERTIFICATIONS

Bachelor of Science   2017
H.N.B. Garhwal University   *Dehradun, India*

Data Science Career Track   Expected: Jan 2026
DataCamp   *In Progress: Python, SQL, ML, Statistics, Visualization*

Google Data Analytics Professional Specialization   Completed 2025
Coursera   *8-course specialization: Data Analysis, SQL, R, Tableau*

Data Fundamentals & Getting Started with Data   Completed 2025
IBM SkillsBuild   *Foundational data concepts, analytics principles*

LANGUAGES & ADDITIONAL INFORMATION

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