

NAGENDRA SINGH RAWAT

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Professional Summary

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

Education

Data Science Career Track

DataCamp

2025

In Progress

Google Data Analytics Specialization

Coursera

2025

Completed

PG Diploma in Digital Marketing

LearnToday (Digital Deepak)

2020

Completed

Bachelor of Science

H.N.B. Garhwal University

2017

Completed

Technical Skills

Programming: Python, SQL, Jupyter Notebook

Machine Learning: Scikit-learn, Pandas, NumPy, Matplotlib, Seaborn, Classification, Clustering

Data Visualization: Tableau, Power BI, Excel, Google Sheets

Tools & Platforms: Google Analytics, Campaign Manager 360, DV360, Meta Ads, Data Pipelines

Data Science & Analytics Projects

Customer Behavior Prediction | Python, Scikit-learn

GitHub

- Developed classification model using Python and Scikit-learn to predict customer purchase intent
- Applied comprehensive EDA and feature engineering, achieving 80%+ model accuracy
- Implemented cross-validation and hyperparameter tuning for optimal performance

Data Cleaning & Visualization (Google Analytics Capstone) | SQL, Excel, Tableau

GitHub

- Performed data wrangling and transformation using SQL and Excel
- Built interactive Tableau dashboards presenting actionable business insights
- Analyzed 100,000+ data points to identify key trends and patterns

Marketing Analytics Dashboard | Google Analytics, Sheets, Tableau

GitHub

- Designed automated KPI dashboards integrating Google Analytics and Tableau
- Achieved 40% reduction in manual reporting time through workflow automation
- Enhanced performance tracking accuracy with real-time data updates

Experience

Freelance Marketing Specialist

iNSRawat.com

Apr 2023 - Present

Remote

- Built comprehensive data dashboards analyzing KPIs and optimizing marketing performance
- Improved ROI by 25% leveraging analytical insights and performance metrics
- Conducted detailed consumer and sales data analysis supporting strategic decisions
- Automated reporting workflows improving operational efficiency

Digital Marketing Associate

CarEager (VMG)

Mar 2023 - Jun 2023

Remote

- Identified growth trends through data analytics resulting in 25% sales increase
- Created custom Excel and Google Analytics dashboards for management reporting
- Collaborated with cross-functional teams aligning analytics with business objectives

Digital Marketing Manager

Plants Kharido Pvt. Ltd.

Mar 2022 - Mar 2023

Remote

- Managed comprehensive e-commerce analytics using Google Analytics for real-time monitoring
- Conducted user funnel and behavioral analysis optimizing customer acquisition
- Achieved 6x ROI through data-driven advertising strategies and budget optimization
- Enhanced data documentation and reporting quality for improved decision-making

Digital Marketing Executive/Intern

Multiple Roles

2020 - 2021

Various Locations

- Managed SEO, PPC, and analytics-driven campaigns for diverse clients
- Built comprehensive ROI, traffic, and engagement dashboards for client reporting
- Improved data validation processes before reporting

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

Core Strengths

Data Science & ML: Machine learning fundamentals, statistical modeling, predictive analytics

Data Visualization: Creating visual narratives using Tableau, Power BI, Excel

Business Analytics: Translating data insights into actionable recommendations

Problem-Solving: Strong analytical thinking and systematic approach

Team Collaboration: Effective communicator with cross-functional abilities

Attention to Detail: Meticulous in data validation and quality assurance

Languages

English: Fluent

Hindi: Native