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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	2025
<i>DataCamp</i>	<i>In Progress</i>
Google Data Analytics Specialization	2025
<i>Coursera</i>	<i>Completed</i>
PG Diploma in Digital Marketing	2020
<i>LearnToday (Digital Deepak)</i>	<i>Completed</i>
Bachelor of Science	2017
<i>H.N.B. Garhwal University</i>	<i>Completed</i>

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 <i>iNSRawat.com</i>	Apr 2023 - Present Remote
<ul style="list-style-type: none">Built comprehensive data dashboards analyzing KPIs and optimizing marketing performanceImproved ROI by 25% leveraging analytical insights and performance metricsConducted detailed consumer and sales data analysis supporting strategic decisionsAutomated reporting workflows improving operational efficiency	
Digital Marketing Associate <i>CarEager (VMG)</i>	Mar 2023 - Jun 2023 Remote
<ul style="list-style-type: none">Identified growth trends through data analytics resulting in 25% sales increaseCreated custom Excel and Google Analytics dashboards for management reportingCollaborated with cross-functional teams aligning analytics with business objectives	
Digital Marketing Manager <i>Plants Kharido Pvt. Ltd.</i>	Mar 2022 - Mar 2023 Remote
<ul style="list-style-type: none">Managed comprehensive e-commerce analytics using Google Analytics for real-time monitoringConducted user funnel and behavioral analysis optimizing customer acquisitionAchieved 6x ROI through data-driven advertising strategies and budget optimizationEnhanced data documentation and reporting quality for improved decision-making	
Digital Marketing Executive/Intern <i>Multiple Roles</i>	2020 - 2021 Various Locations
<ul style="list-style-type: none">Managed SEO, PPC, and analytics-driven campaigns for diverse clientsBuilt comprehensive ROI, traffic, and engagement dashboards for client reportingImproved 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