

# Gaurav Jangid

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## Professional Summary

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- Skilled in business development analytics and market research, adept at conducting complex data analysis to derive actionable insights and recommendations.
- Versatile professional with experience in digital marketing campaign management for FMCG clients across the EU and US, demonstrating proficiency in database management, email marketing, and client relations.
- Experienced in operations and finance, adept at system operations, document validations, and asset valuations for Banks and Financial Institutions. Recognized for evaluating over 900 assets with zero audit observations. Advanced Excel and Microsoft Office skills.

## Skills

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Python | SQL | Advanced Excel | Tableau | Sales Data Analysis | Integrated Reporting | Market Research | Business Analytics | Data Strategy | Marketing | Statistics | Data Visualisation | Predictive Analysis | NLP | R |

## Work Experience

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### P.M. Consultancy

*Data Operations Analyst*

Jan 2021 – Present

Remote

#### Responsibilities

- System operations and document validations, Asset financial valuations for Banks and Financial Institutions.
- Responsible for collecting, cleaning, and **analysing data** effectively and reporting the insights.

#### Key Highlights

- Evaluated **900+ assets** with zero audit observations.
- Developed **predictive models** to predict property rates.
- Advanced Excel, Microsoft Office, PowerPoint

### MydigitalShelf Pvt. Ltd

*Digital Marketing – Marketing Operations (Intern)*

April 2023 – July 2023

Indore, India

#### Responsibilities

- **Campaign management** for **FMCG** clients in EU and US.
- Campaign operation management e-Managing and communications from **databases generation & cleaning** to email marketing.

#### Key Highlights

- Handled **100+ premium US and EU clients** for attending the final event.

### Urban Company

*Analytics - Business Development (Intern)*

Feb 2023 – March 2023

Indore, India

#### Responsibilities

- Business partner management and **sales analysis**.
- Owned and execute the **multiple business evaluation matrix with recommendations**.
- Conducted complex **data analysis** to derive actionable insights and recommendations.
- Collaborated with **stakeholders** to identify **business problems** and goals.

#### Key Highlights

- Achieved the highest on-boarding target in India.
- **SQL, Advanced Excel**, Microsoft Office, Tableau

**Merck Speciality Pvt. Ltd**  
*Market Research & Analytics (Intern)*

**May 2022 – July 2022**

#### Responsibilities

- Questionnaire designing, field work.
- Brand Perception mapping and defining the patient journey.
- Field force deployment basis market potential.

#### Key Highlights

- Patient journey for head and neck cancer, field force productivity and Brand Comparison Matrix

## Education

Bachelor's in applied Statistics and Analytics	DAVV University Indore-India   October 2020 - May2023
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## Certificates & Achievements

Certificate Course in Python For Data Science and Machine Learning Bootcamp	Udemy
1st Prize in Data Analytics Competition organized by "Greendeck-UK" (2022)	Greendeck UK (2022)

## Projects

<b>Case Study: Predicting the Minimum Cost of a Bank's Telemarketing Campaign Using Machine Learning</b> <b>Scope :</b> Showcase the cost-saving potential of machine learning in marketing campaigns by: Selecting relevant features to enhance model performance and gain insights into campaign success factors. <b>Methodology:</b> Implemented <b>Machine learning</b> models like <b>Naïve Bayes, KNN, Logistic Regression</b> to improve the prediction accuracy. <b>Tools Used: Scikit Learn, Python, Classification, Pandas</b> <b>Conclusion:</b> With the proposed model, achieved high performance reflected in a savings rate of around <b>66.12 %</b> .	March 2024
<b>Case Study: Ecommerce Product Text Classification</b> <b>Scope:</b> Our project aimed to categorize <b>e-commerce products</b> into four main categories: Electronics, Household, Books, and Clothing & Accessories. <b>Methodology:</b> Implemented <b>Exploratory data analysis</b> to compare product description characteristics across categories. <b>TF-IDF vectorization</b> converted descriptions into numerical vectors for <b>machine learning techniques implementation</b> . <b>Tools Used: NLP (Natural Language Processing), Python, Classification, SVM, XGBoost</b> <b>Conclusion:</b> The model with the highest validation accuracy achieved a test accuracy of 0.948939.	March 2024
<b>Case Study: Pharma Success: Dashboard-Driven Strategy</b> <ul style="list-style-type: none"><li>• Understand the complexity of Pharmaceutical Dataset</li><li>• Develop a user-friendly Dashboard using R shiny</li><li>• Identifying trends and patterns</li><li>• Give recommendations based on analysis</li></ul>	Nov 2023
<b>Case Study: Customer Complaint Dashboard</b> <ul style="list-style-type: none"><li>• Develop an automated dashboard for comprehensive complaint tracking using <b>Tableau</b>.</li><li>• Analyse <b>trends</b> in complaint data.</li><li>• Facilitate proactive measures for improving products and services.</li><li>• Give suggestion based on analysis</li></ul>	March 2024