

## EDUCATION

### **Bachelor of Technology (B.Tech), Electrical Engineering**

Modi Institute Of Technology

2016 - 2020

Percentage: 70.00%

### **Senior Secondary (XII), Science**

Central Academy Kota

(CBSE board)

Year of completion: 2015

CGPA: 6.00/7

### **Secondary (X)**

Bardsely Senior Secondary School

(CBSE board)

Year of completion: 2013

CGPA: 6.00/7

## JOBS

### **Email Marketing Campaign Marketing**

Saglus Software Pvt Ltd, Kota

Sep 2022 - Present

Creating HubSpot and Sendgrid Landing Pages and Forms.

Monitoring operational programs in HubSpot & Sendgrid Emails & Campaigns.

Building audiences and segmentation looking at data gaps.

Testing and approval of email campaigns.

## INTERNSHIPS

### **Data Entry**

Us Based Work, Virtual

Jan 2019 - Mar 2019

My primary responsibility at work is data analysis filtering in Excel, where I must sort, filter, and visualize sales data.

I gained experience managing and filtering data for better sales throughout this assignment.

## POSITIONS OF RESPONSIBILITY

In college, I've successfully organized a wide range of activities and multitask functions teamwork. My primary responsibility is to analyze and consulting how much money is

spent on each event and to properly plan an event with a amount of money.

## TRAININGS

### **Exploratory Data Analysis And Machine Learning**

Internshala Trainings, Online

Jan 2023 - Feb 2023

The Lifecycle of Machine Learning.

Understanding data and probability concepts.

Outliers, missing values, and the central limit theorem

Analysis of two variables and hypothesis testing

### **Python For Data Science**

Internshala Trainings, Online

Dec 2022 - Dec 2022

Topics Learned: Data Structures, Functions & Visualization

Project Completed: Handling text files using Python

### **SQL For Data Science**

Internshala Trainings, Online

Nov 2022 - Dec 2022

Topics Learned: Modifying, Importing & Exporting

Project Completed: Descriptive Analytics of FIFA 19 Players

### **Mastering Tableau**

Internshala Trainings, Online

Oct 2022 - Nov 2022

Topics Learned: Basics, Dashboards & Storytelling  
Visualisation

Project Completed: Food Forecasting Analysis

### **Advanced Excel**

Internshala Trainings, Online

Oct 2022 - Oct 2022

Topics Learned: Formulas, Functions & Advanced Concepts of excel bar graphs.

Advance Excel Sorting and Filtering Data

## PROJECTS

### **SuperStore Sales Dashboard**

Jun 2023 - Jun 2023

[https://drive.google.com/file/d/1A44LCTICIWHtwKWVw-kycsz7k13TKGpA/view?usp=drive\\_link](https://drive.google.com/file/d/1A44LCTICIWHtwKWVw-kycsz7k13TKGpA/view?usp=drive_link)

1. Maximum sales driven through COD payment mode.
2. Maximum sales from Customer segment (48.09%) then

corporate (32.55%)

3. Office supplies is the category which have maximum sales

4. Most of the customers preferred standard class ship mode

### **Ecommerce Sales Power BI Analysis**

May 2023 - May 2023

<https://drive.google.com/file/d/1Cluxyv9mZZBF8e8KUXTTYYYMLPeYYSES7/view?usp=drivesdk>

ECOMMERCE SALES Dashboard

Created interactive dashboard to track and analyze online sales data

Used complex parameters to drill down in worksheet and customization using filters and slicers

Created connections, join new tables, calculations

### **Task is to sell the "Crest 3D White Luxe Whitestrips from Email Marketing**

Feb 2023 - Feb 2023

<https://docs.google.com/document/d/10UQTnp7oGfVcqE2igNtfW3qcWUgKINKxWM9HaI8qA5A/edit>

Increase Conversion rates and opening rates of emails.

Increase overall revenue of the company.

Build a campaign for selling the products and build a loyal customer base.

Sell the products with the best customization and offers

### **Software As A Service Email Marketing Campaign**

Jan 2023 - Jan 2023

<https://docs.google.com/document/d/1Xo4lUXlCFPtDnQVjmlu4v0GaFqO2vYhKNDnSG6jtOAE/edit?usp=sharing>

Embark on seamless business growth with our Software as a Service (SaaS) solutions! Discover streamlined workflows, enhanced productivity, and cost-effective operations. Join our email marketing campaign to unlock exclusive insights SaaS's potential

### **Exploring and Predicting NYC Taxi Trip Durations**

Jan 2023 - Jan 2023

[https://github.com/gaurangnagar/Project-Building-Basic-NYC-Taxi-Trip-dataset/blob/0348fd6eec74be83c0fe144cba284b9de53b574e/Final Project Building Basic predictive models over the NYC Taxi Trip dataset.-checkpoint.ipynb](https://github.com/gaurangnagar/Project-Building-Basic-NYC-Taxi-Trip-dataset/blob/0348fd6eec74be83c0fe144cba284b9de53b574e/Final%20Project%20Building%20Basic%20predictive%20models%20over%20the%20NYC%20Taxi%20Trip%20dataset.-checkpoint.ipynb)

Performed data exploration on Taxi Trip Duration dataset for NYC. Here, I used the Basic ML models for predicting the trip durations

## SKILLS

### MS-Excel

Advanced

### Tableau

Intermediate

### SQL

Intermediate

### Statistics

Intermediate

### Natural Language Processing (NLP)

Intermediate

### Power BI

Advanced

### Market Research

Intermediate

### Project Management

Intermediate

### Data Analytics

Intermediate

### Email Marketing

Advanced

### Python

Intermediate

### Machine Learning

Intermediate

### Data Science

Intermediate

### Video Editing

Advanced

### Database Management System (DBMS)

Intermediate

### Time Management

Advanced

## WORK SAMPLES

### GitHub profile

<https://github.com/gaurangnagar>

### Other portfolio link

<https://www.linkedin.com/in/gaurang-nagar-34173b170/>