

Rituraj Singh

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Professional Summary

Aspiring Data Scientist with a strong foundation in Data Analysis, Machine Learning, and Business Intelligence. Proven ability to transition from 5+ years of professional experience in Sales, Marketing, and Production to Data Analytics through hands-on projects, internships, and certifications. Skilled in Python, SQL, Power BI, and Machine Learning models with practical exposure to dashboarding, predictive analytics, and feature engineering. Open to opportunities in India and remote roles.

Skills

Technical Skills: Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn), SQL, Power BI, Excel, Statistics, ETL, A/B Testing

Machine Learning: Regression, Classification, Predictive Modeling, Feature Engineering, Model Deployment, NLP

Tools & Frameworks: Streamlit, Flask, TensorFlow, Git, Jupyter Notebook

Soft Skills: Problem Solving, Business Communication, Stakeholder Management, Team Collaboration

Projects

Machine Learning

- Customer Churn Prediction with Streamlit UI
 - Built ML model (XGBoost) achieving ~85% accuracy. Designed a Streamlit interface to predict churn based on customer details. Generated insights to improve retention by ~20%. GitHub: <https://github.com/rjdecare/Machine-Learning-Project>
- Movie Recommendation System with Streamlit UI
 - Implemented collaborative filtering & cosine similarity for recommendations. Designed a Streamlit-based app for personalized movie suggestions. GitHub: <https://github.com/rjdecare/Machine-Learning-Project>

Python

- Uber Trip Data Analysis
 - Analyzed 100K+ trip records to uncover demand trends and peak hours. Automated

reporting with Python, reducing manual effort by 40%. GitHub:

<https://github.com/rjdecare/Python-Project>

- Netflix Data Analysis
 - Explored 8K+ titles dataset to analyze content trends by year, country & genre. Visualized insights with Matplotlib & Seaborn. GitHub: <https://github.com/rjdecare/Python-Project>

SQL

- Spotify Advanced SQL Project
 - Built advanced queries to analyze top artists, songs, and user engagement. Delivered insights on listening patterns across multiple dimensions. GitHub: https://github.com/rjdecare/Sql_Project
- Pizza Sales Analysis
 - Performed SQL queries to optimize menu pricing by analyzing sales volume & revenue. Identified top 5 pizzas contributing ~60% sales. GitHub: https://github.com/rjdecare/Sql_Project

Power BI

- AWS Sales Dashboard
 - Designed KPI dashboards tracking revenue, profit, and product category performance. Improved decision-making by reducing reporting time by 30%. GitHub: <https://github.com/rjdecare/Power-bi-Projects>
- Uber Trip Dashboard
 - Built interactive Power BI dashboard on trip data. Enabled managers to analyze demand by city, day & time effectively. GitHub: <https://github.com/rjdecare/Power-bi-Projects>

Internships & Certifications

- PwC Power BI Job Simulation – Developed interactive dashboards for call centre analysis
- Tata Data Visualization Virtual Internship – Worked on data storytelling and visualization techniques
- NoviTech R&D – 30 Days MasterClass in Data Analytics (Mar-Apr 2025)
- NoviTech R&D – 30 Days MasterClass in Artificial Intelligence (Jan-Mar 2025)
- CloudyML – Data Science & Analytics Mega Combo Course (Ongoing)

Education

B.Tech in Computer Science Engineering, I.K. Gujral Punjab Technical University (2011 – 2015)

Work Experience

Skylo Innovations – Sales Executive (Aug 2022 – Jan 2024, Mumbai)

- Handled client relationships and provided business insights through sales data analysis.
- Prepared reports to support management decision-making.
- Collaborated with teams to improve customer experience.

Illumination India – Sales & Marketing Specialist (May 2019 – Jun 2022, Mumbai)

- Performed market research and customer data analysis to identify new business opportunities.
- Created sales dashboards and presented KPIs to management.
- Worked on strategies to improve customer acquisition and retention.

Mascot Power Conversion Pvt. Ltd. – Production Supervisor (Mar 2017 – Feb 2019, Mumbai)

- Monitored production line efficiency using data tracking.
- Prepared operational performance reports for management review.
- Collaborated with quality control teams to reduce errors by ~10%.