Rituraj Singh

Data Analyst | Aspiring Data Scientist

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Professional Summary

Aspiring Data Analyst & Data Scientist with hands-on experience in Python, SQL, Power BI, and Machine Learning. Transitioning from 5+ years of experience in Sales, Marketing, and Production into Data Analytics through projects, internships, and certifications. Skilled in dashboarding, predictive modeling, and business problem-solving. Open to opportunities in India and remote roles.

Skills

- Programming & Data: Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn), SQL, Excel
- Visualization & BI: Power BI, DAX, Streamlit, Flask
- Machine Learning: Supervised/Unsupervised Learning, XGBoost, Feature Engineering
- Deep Learning & NLP: TensorFlow, Keras, Natural Language Processing
- Other: Statistics, Data Cleaning, Data Preprocessing, Model Deployment

Projects

Python Projects

Uber Trip Data Analysis(Python | pandas | numpy | matplotlib)   [View Project]

- Analyzed 1,156 rides to uncover trends: Business rides and Meetings dominated, with Afternoon/Evening peak times and short trips (<20 miles) most common.
- Extracted features (DATE, TIME, DAY_NAME, Month, Day_Night) and performed data cleaning to ensure accurate insights.
- Visualized booking patterns and identified **seasonal & weekday trends**, providing actionable insights for demand planning

Website Performance Analysis | *Python, pandas, matplotlib, seaborn*   [View Project]

- Analyzed website traffic logs to uncover peak activity hours/days, bounce rate trends, session durations, and returning visitor patterns.
- Identified page load bottlenecks and recommended optimizations to enhance user engagement and retention.

SQL Projects

Online Bookstore SQL Project | *SQL, Database Design* [View Project]

- Queried Books, Customers, and Orders tables to analyze sales trends, revenue, and customer behavior.
- Used joins, aggregations, and advanced SQL functions to identify top-selling books, high-value customers, and stock levels.
- Provided insights for inventory optimization and targeted marketing strategies.

Data Mart Sales & Performance Analysis | *SQL, Business Analysis* [View Project]

- Cleaned and transformed weekly sales data to create a structured data mart, including week/month numbers, calendar year, age bands, and demographics.
- Analyzed sales performance and transaction averages across regions, platforms, and customer segments before and after sustainability initiatives.
- Generated insights to measure business impact, optimize strategies, and track customer behavior trends.

Power BI Projects

Uber Trip Analysis Dashboard | *Power BI, DAX, Data Visualization* [View Project]

- Developed an interactive Power BI dashboard analyzing Uber trip data to track bookings, revenue, trip efficiency, and location-based demand.
- Implemented **advanced features** including drill-through, dynamic measures, slicers, bookmarks, and custom tooltips for actionable stakeholder insights.
- Identified peak demand times, high-value trips, and top pickup/drop-off locations to optimize driver allocation and operational efficiency.

Zomato Data Dashboard | *Power BI, DAX, Data Visualization* [View Project]

- Built an interactive dashboard analyzing 9,551 global restaurant listings to track distribution, cuisines, ratings, and customer preferences.

- Highlighted key insights such as top cities, popular cuisines, online delivery trends, and table booking availability for strategic decision-making.

- Enabled businesses and investors to identify market opportunities, expansion strategies, and service optimization.

Machine Learning Projects

Chronic Kidney Disease Prediction | *Python, ML, Streamlit* [View Project]

- Built an **end-to-end ML pipeline** to predict CKD using multiple models (KNN, Decision Tree, Random Forest, XGBoost, Extra Trees, CatBoost, LightGBM); **Extra Trees Classifier** performed best.

- Performed **EDA, data cleaning, and preprocessing** to standardize features and handle missing values.

- Deployed an **interactive Streamlit app** for real-time health parameter input and CKD prediction, enhancing accessibility for users.

Customer Churn Prediction | *Python, XGBoost, Flask* [View Project]

- Built a customer churn prediction model using XGBoost, handling feature scaling, encoding, and preprocessing pipelines.

- Deployed the model as a Flask web application with a modern UI for real-time predictions.

- Enabled businesses to proactively identify churn risks and improve customer retention strategies.

Internships
- **PwC Switzerland – Power BI Job Simulation (Forage)**

- Created customer retention dashboards for executive decision-making.

- Built KPI visuals for churn analysis.
- Presented recommendations to improve retention.

- **Tata Consultancy Services – Data Visualization (Forage**)

- Designed client-ready visualizations for business data.
- Prepared insights for senior leadership meetings.
- Helped executives in effective decision-making.

- **KultureHire – Data Analytics Intern (6 Months)**

- Conducted EDA and designed SQL queries for business insights.
- Built Power BI dashboards to track campaign performance.
- Build End-To End PowerPoint Presentation for Genz-Carrer Aspiration.

- **NoviTech R&D Pvt Ltd**

- Completed 30 Days MasterClass in Data Analytics (Mar–Apr 2025).
- Completed 30 Days MasterClass in Artificial Intelligence (Jan–Mar 2025).
- Worked on case studies and applied ML/AI concepts in practice.

Education

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

Work Experience

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

- Handled client accounts and drove sales growth.
- Consistently achieved monthly sales targets.
- Collaborated with technical team for customer adoption.

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

- Conducted market research to identify new business leads.
- Improved client retention through relationship management.
- Executed sales campaigns, increasing visibility.

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

- Managed production team and quality control.
- Reduced product defects by 15% via strict QC checks.
- Trained new hires in production processes.