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/rjdecore/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/rjdecore/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/rjdecore/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/rjdecore/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/rjdecore/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/rjdecore/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/rjdecore/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/rjdecore/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%.