

# GAURAV RAJPAL

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## PROFILE

A Data Analyst / Data Scientist with **7 years of experience in Analytics Consulting**. Expertise in designing and developing data driven strategies and solutions using analytical tools like SQL, Python, Power BI and Predictive Analytics to extract actionable insights mainly focusing on NBFC, Insurance, Retail and FMCG domain.

## SKILLS

|                                |   |
|--------------------------------|---|
| Programming Language           | Python  |
| Database                       | SQL Server, MySQL, Oracle                                       |
| BI Tools                       | Power BI  |
| Python Libraries               | Pandas, Numpy, Matplotlib, Seaborn, Scikit-Learn                |
| Machine Learning Algorithms    | Linear Regression, Decision Tree, Random Forest, XGBOOST<br>KNN |
| Software / Code Editors & IDEs | MS Office, Jupyter Notebook, Visual Studio                      |
| Cloud                          | Azure Datbricks   |

## EMPLOYMENT HISTORY

### Ernst & Young, Mumbai

Aug 2023 - Present

Role: Data Science Analytics Consultant

#### → Wells Fargo

- **Designed and developed a master table** by merging data from over **10 different tables**, resulting in a unified and comprehensive dataset used by 3 departments.
- **Automated excel dashboards in Power BI** cutting manual effort by **90%** and streamlining business processes.
- **Led a team of 2 in migrating over 15 dashboards** from Excel to Power BI with **zero downtime**.

#### → Aditya Birla Finance Ltd

- **Developed rule based customer segmentation** from Bureau and Experian data.
- **Utilized Python libraries such as Pandas and NumPy** to perform data manipulation and analysis which contributed to a **15% increase** in data accuracy.
- **Developed custom function for ML model**

#### → NPCI

- **Designed and implemented ETL process for payments transactions data of RuPay Credit Card and UPI.**
- **Transformed payments data into actionable insights** through Apache Superset.
- **Developed various dashboards** for Issuer bank.

### Axtria - Ingenious Insights, Pune

Jun 2022 - Jul 2023

Role: Senior Associate Analytics Consultant

#### → Ferring Pharmaceuticals

- **Designed and automated the existing SQL code in Python.**
- **Implemented drug sales dashboard in Power BI**, enabling deep data exploration and **increasing data insights utility by 50%**
- **Client management** and stakeholder relationship for successful deliver.

### TheMathCompany, Bangalore

Dec 2022 - Jun 2023

Role: Senior Associate Analytics Consultant

#### → Aegon Life Insurance

- **Developed rule based segmentation in Python for risk and fraud variables** to check distribution of customers
- **Data preparation for PASA (Pre Approved Sum Assured) calculation.**

- **Amazon**
  - **Design and implemented ETL pipeline** to extract the data from Amazon Vendor Central.
  - **Develop Power BI dashboard** to analyze the KPIs for German Pet Food Industry.
  - **Increased the conversion rate via A/B testing from 2% to 4%**
  
- **MARS**
  - **Facilitated data extraction from client data**
  - Performed data processing task for France, Germany, Poland & UK regions
  - Ran time series forecasting models using (SARIMA / FB prophet)

## **Capgemini India Pvt Ltd, Mumbai**

**Apr 2017 – Jul 2020**

Associate Consultant

- **GFS (Global Finance System)**
  - Served as Oracle DBA executing daily DBA activities
  - **Developed python scripts to automate DBA activities**
  - IT performance analysis using Python, evaluating metrics like nos of issue resolved, pending tickets, SLA breached, Avg TAT.

## **EDUCATION**

**Apr 2012 – May 2016**

B.Tech Computer Engineering, Mumbai University, CGPA (7.0/10.0)

## **CERTIFICATIONS**

- Data Analytics – Introduction to SQL (Udemy)
- Data Analysis with Python – Numpy & Pandas (Udemy)
- Microsoft Power BI (Udemy)