Name:	Mr. Preet Rawal	LinkedIn:	https://www.linkedin.com/in/preet-rawal-da/
Mobile:	+91 8779941646	GitHub:	https://github.com/preet192/Preet1
Country:	India	Email:	preetjrawal@gmail.com

Summary:

Self-motivated and result oriented Data Analyst with solid foundation in Statistical Analysis and Data Visualisation. Research experience in solving business problems using Python, Machine Learning, SQL, Mathematics and Statistical Analysis. Hold undeniable passion for delivering insightful solutions by using Data Visualisation tools line Power Bi and Tableau. Brings practical experience with the ability to interpret and communicate complicated information to all level of people in an Organization.

ACADEMIC QUALIFICATIONS

Degree	Board/University	Year	Grade/Score
Bachelor in Data Science	Dr. Homi Bhabha State University, Mumbai	2022-2025	CGPA 7.68
Master in Data Science	NMIMS University, Mumbai	2025 – to date	

CO-CURRICULAR PROJECTS/ACHIEVEMENTS

- Airbnb Data Analysis (2024) - Derived rental trends and customer insights through exploratory data analysis of New York City, Airbnb data.
- Super Stores Dashboard (2024) - Designed a Time Series Dashboard for Sales forecasting, driving strategic decisions for retail operations.
- Prediction of Click-on Advertisements in E-Commerce (2024) - Developed predictive models to analyse user behaviour, improving ad targeting and revenue optimization.
- Real Time Weather Analysis - Created a dynamic and automatically refreshing Weather Dashboard using Microsoft Power BI.
- E-Commerce Sales Dashboard for Madhav Store - Monitored and optimized online sales performance, enhancing marketing strategies across India.
- Coffee Sales Dashboard in Excel (2024) - Conducted performance Analysis to boost operational efficiency and customer engagement.
- Zomato Data Analysis - It focuses on exploring and analysing Restaurant data to uncover trends related to Customer preferences, Rating patterns, and the impact of online Ordering.
- More than 25 Projects and Dashboards are prepared which can be viewed in the GitHub link - https://github.com/preet192/Preet1

INTERNSHIPS/POSITIONS OF RESPONSIBILITY

Buzz Creatix, Mumbai — Dec 2024 – May 2025

Analysed campaign performance metrics to extract actionable insights and optimize strategies. Conducted keyword research and optimized website content for SEO, improving social media traffic by 30 % and ranking in search. Assisted in the development and execution of digital marketing campaigns across social media, email, and paid advertising platforms. Collaborated with cross-functional teams to support content creation, including blog writing, graphic design, and video editing. Supported data-driven decision-making by leveraging analytics tools to improve marketing outcomes.

Technical SKILLS & ABILITIES

- Python, R, SQL, VS Code, Sage Math, Mongo DB, Hive, Apache Cassandra, Power BI, Tableau, Data Mining, Statistic Analysis, Data Visualisation.
- Proficient in Microsoft Office Suite, including Excel, Word, PowerPoint and Access.
- Mathematics and Statistics Analysis, Linear Algebra, Time Series Analysis.
- Machine Learning: Linear Regression, Logistics and Polynomial Regression, Algorithms like (KNN) K Nearest Neighbour, Decision Tree, Naïve Bayes, Random Forest, SVM (Support Vector Machine)
- Deep Learning: Neural Network-CNN, RNN.

AWARDS AND CERTIFICATES

- AWS Educate Introduction to Cloud 101 - Training Badge, March 2026
- Data Science and Analytics, HP, Oct 2024 - Data Science Job Simulation, British Airways, Feb 2024.
- Python for Machine Learning, Great learning, June 2022
- Introduction to R, Great Learning, August 2021
- Data Science Foundations, Great learning, May 2021

PERSONAL INFORMATION

Languages Known	English, Hindi, Gujarati and Marathi.
Hobbies & Interests	Travelling and exploring new places, Lawn Tennis and Investing
Permanent Address	B/207, Earth Residency, Near St. Xavier School, Ratan Nagar, Dahisar (E), Mumbai-400068. India

Sr.No.	Project Name	Industry	Skills Set	Decription
1	Prediction of Click on Advertistment E-Commcrce	Marketing	Python, numpy, pandas, nlp, Machince learing	Analyzing Online Advertisement Clicks - Objective - The primary objective of this project is to analyze user behavior and identify factors influencing the likelihood of a user clicking on an online advertisement. By understanding these factors, we can improve Ad targeting and optimize marketing strategies.
2	Airbnb Data Analysis	Aviation	Python, numpy, pandas, matplotlib	Handle missing values and inconsistencies. Convert data types where necessary and done following Analysis. Descriptive Analysis: Provide summary statistics for numerical variables. Analyze the distribution of listings across different neighborhoods and room types. Pricing Analysis: Investigate the pricing patterns based on location, room type, and other attributes. Review Analysis: Examine the relationship between number of reviews, review scores, and listing attributes. Availability Analysis: Explore the availability of listings throughout the year. Host Analysis: Analyze host activities such as number of listings per host and host verification status.
3	Detecting Credit Card Fraud Using Machine Learning and EDA"	Banking and Financial (FinTech)	Programming Language: Python Libraries: Data Manipulation: Pandas, NumPy Data Visualization: Matplotlib, Seaborn Machine Learning: Scikit-learn (for model training, evaluation, and scaling), XGBoost, Imbalanced-learn (SMOTE) Core Techniques: Data Cleaning, Exploratory Data Analysis (EDA), Handling Class Imbalance (SMOTE), Machine Learning Classification (Logistic Regression, Random Forest, XGBoost), Model Evaluation.	This project successfully demonstrates a robust end-to-end workflow for building a Credit Card fraud detection system. By systematically addressing data quality, class imbalance, and employing advanced Machine Learning Models. The project achieves its goal of accurately identifying fraudulent activities. The insights and models developed can be directly leveraged by Financial Technology (FinTech) companies and Banks to enhance their security infrastructure, reduce financial losses, and build greater trust with their customers. Future work could involve deploying the model as a real-time API or exploring Deep Learning Architectures like Autoencoders for anomaly detection.
4	Real Time Weather Analysis	Weather	Power BI, A Weather API	This project demonstrates an end-to-end data analytics solution by creating a dynamic and automatically refreshing Weather Dashboard using Microsoft Power BI. The core objective is to practice Data Integration, Transformation, Visualization, and Cloud Service deployment for a real-world, live data source.
5	RFM Analysis	Marketing	Python, numpy, pandas, matplotlib	RFM Analysis is used to understand and Segment customers based on their buying behaviour. RFM stands for Recency, Frequency, and Monetary value, which are three key metrics that provide information about customer engagement, loyalty, and value to a business.
6	Delhi Metro Network Analysis	Transportation	Pandas, Folium, Plotly (Express & Graph Objects), Python for overall data processing	The Delhi Metro Network Analysis project focuses on examining the structural, spatial, and temporal characteristics of the Delhi Metro system using Python-based data analysis and Visualization techniques. The goal is to understand how the metro network has expanded over time, how different lines compare, and how stations are geographically distributed. This project works with a dataset containing details such as station names, line names, opening dates, distances, layouts, and GPS coordinates. The Analysis includes Preprocessing, Mapping, Statistical Summaries, and Interactive Visualizations.
7	Zomato Data Analysis	Food Delivery E-Commerce	Python, Pandas, Numpy, Matplotlib & Seaborn	The *Zomato Data Analysis* project focuses on exploring and analyzing Restaurant data to uncover trends related to Restaurant Types, Customer preferences, Rating patterns, and the impact of online Ordering. Using Python data analysis libraries, the project performs data Cleaning, Visualization, and Statistical interpretation to derive meaningful insights that help understand the Restaurant market dynamics.
8	Fashion Recommendation System	Fashion - E-Commerce	Python, Pandas, Sckitleran, numpy, matplotlib & seaborn	The rapid growth of E-commerce has increased the demand for Personalized Shopping Experiences. Customers expect product suggestions that match their style, preferences, and past behavior. To address this need, this project develops a Fashion Recommendation System that provides personalized product suggestions by analyzing User Ratings, Product Attributes, and Shopping Patterns. The project uses Hybrid recommendation techniques, combining Collaborative Filtering (SVD) and content-based insights, to generate accurate and user-centric recommendations.The system was implemented using Python, Pandas, Seaborn, Scikit-Surprise, and Machine Learning techniques.
9	Customer Behavior Prediction	Sales	Python, Pandas, Sckitleran, numpy, matplotlib & seaborn	This project successfully analyzed Customer characteristics to build a Predictive Model for Purchase Behavior. The model achieved up to 81% accuracy, and exploratory analysis provided meaningful insights into the factors influencing customer purchases. This project aims to Analyze customer Demographics and Purchasing Patterns in order to predict whether a customer will purchase a product. The dataset consists of 400 customer records containing Gender, Age, Estimated Salary, and a Binary target variable Purchased indicating whether the customer bought the product.
10	Student Results Analysis	Education	Python, Pandas, Sckitleran, numpy, matplotlib & seaborn	The Student Results Analysis project aims to explore how various Demographic, Social, and Academic factors influence students' Academic Performance. The dataset contains over 30,000 student records and includes attributes such as Gender, Ethnicity, Parental Education, Lunch type, Study Habits, and Weekly Study Hours. By performing data cleaning, preprocessing, and exploratory data analysis (EDA), this project uncovers meaningful patterns that impact students' Math, Reading, and Writing scores. This analysis helps in understanding the factors that lead to better Academic outcomes and enables Educational Institutions to identify areas for improvement.