

# MAYUR R RAJPUT

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## PROFILE

To work in a challenging and competitive environment which will suit my knowledge and skills that will allow me to use my skills experience for personal and professional growth.

## TECHNICAL SKILLS

- Tableau
- Alteryx
- Power BI
- Python
- Statistical Modeling
- Probability
- Exploratory Data Analysis
- Supervised Learning
- Unsupervised Learning
- Time Series Forecasting
- SQL
- Google Analytics
- Google Adwords
- Search Engine Optimization
- Social Media Marketing
- Email Marketing
- HTML

## PROFESSIONAL SKILLS

- Strong professional presence; Influences without authority and able to effectively communication all levels in all formats, from store associates to executives
- Highly knowledgeable in Project Management best practices, program management, and business process improvement
- Good understanding of customer expectations and deliverables with an awareness of the impact of failure/cost of poor quality

## OVERVIEW

- Extensively experienced in stakeholder management, BRD/FRD preparation, guiding the delivery team on business/functional understanding, helping in preparing the testing plan to do thorough validation, UAT sign-off & documentation
- Detailed requirements gathering and documentation preparation, which will include: Developing requirements with stakeholders who have difficulty articulating them, understanding the business processes and desired outcomes
- Have exposure on Python/SQL language and AI/ML concepts
- Capable of working with development teams locally and globally.

## WORK EXPERIENCE

### CRG Technologies- Data Analyst

From Feb 2020 to till the date

Client : Godrej Group

Title : Godrej Finance

Environment : Tableau Desktop, My SQL, Tableau Server

Role : Developer

### Description:

Godrej Group, is an Indian conglomerate company, and operates in sectors as diverse as real estate, consumer products, industrial engineering, appliances, furniture, security and agricultural products. Its subsidiaries and affiliated companies include Godrej Industries and its subsidiaries Godrej Consumer Products, Godrej Agrovet, and Godrej Properties, as well as the private holding company Godrej & Boyce Mfg. Co. Ltd.

### Roles & Responsibilities:

- Involved in project from requirement gathering phase to delivery of the dashboard
- Gathering the requirements from the Business users and understanding the functionality & business rules
- Worked with Business Analyst and the Business user to understand the user requirements, layout, and look and feel of the application to be developed Created Wireframe as per business requirement and data availability
- Created BRD for the dashboards
- Closely involved with the data team to understand the data flow and structure
- Developed end to end 16 different dashboards for the client
- Developing worksheets using parameters, calculated fields, groups, sets and hierarchies
- Creating Dashboard style of reports using Tableau components
- Use parameters and input controls to give users control over certain values
- Implementing the reports with best practices to improve the report performance
- Creating rich dashboards using Tableau Dashboard and applying actionable insights

- Team player with a strong level of commitment to project deliverables
- Ability to develop good client relationship skills
- Strong proficiency in Word, Excel, PowerPoint and MS Program
- Highly organized and able to prioritize and multi-task in a fast-paced environment

## HOBBIES

- Photography
- Reading Books
- Writing
- Birdwatching
- Playing Snooker

## LANGUAGES

- English
- Hindi
- Marathi

## PERSONAL DETAILS

Name: Mayur R. Rajput

Date of Birth: 27th Sep 1992

Gender: Male

Nationality: Indian

Contact Address: Flat no: 703, Mount Vert Oyestra, Village wakad, Pune. 411057

- Implementing user level security to restrict the data by group level and user level
- Completely involved in UAT and incorporated change/feedback as per the client requirement
- Publishing dashboards to tableau server and managing the security for users
- Preparing deployment documents and involving in production deployments.

### Senior Digital Marketer Data Bridge Market Research 20th December 2018 to 04-07-2019

- Handled Google Analytics and Extracted meaningful insights for the growth of web traffic
- Analyzed web performance and made suggestions on SEO improvement options.
- Successfully spearhead ad campaigns on social media platforms including Facebook, Twitter, and Instagram
- Social media calendar planning for execution of marketing strategies and community management
- Implement marketing and promotion tactics that led to 34% growth in total social media shares and a 27% increase in website traffic from social media posts
- Monitor online presence of company's brand and engage with users, strengthening customer relationships
- Triumphantly executed Google display & search Ads for lead generation resulting in 21% of lead growth
- Managed company websites On Page & Off Page SEO
- Assigning daily team task for fruitful SEO results Managed to Learn PR Submission
- and Implemented SEO Tactics which lead to Unbelievable

### Digital Marketing Executive SME Joinup Pune 2nd September 2016 to 08th December 2018

- Augmented and approved successful marketing Google AdWord campaign that drove sales and market growth for clients.
- Using a range of marketing technology, produce website campaign landing pages and marketing emails to support digital marketing campaigns
- Creating awareness about the company's brand
- Expertly handling entire SEO, SEM, Social Media campaigns
- Geographic PPC campaign targeting and optimization for conversions
- Tracked traffic flow and click-through data to determine the most efficient messaging strategies.
- Successfully executed email campaigns, Facebook promotions, outreach and marketing initiatives for an improved end-user experience
- Designing Strategy for Search and Social media
- Knowledgeable experience in handling "YOAST SEO" and WordPress Plugin
- Quality Link Building, Article & Blog Submission.
- Designed Banners and Infographic for Website Blogs and Social Media

## EDUCATION

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- Post Graduate Program in Data Science and Engineering  
Great Learning- Pune, MH- 2019-2020
- Graduation in B.com BAMU University- Aurangabad, MH 2016  
Score: 57.55%
- HSC Maharashtra State Board- Aurangabad, MH 2012  
core: 45.30%
- SSC Maharashtra State Board- Aurangabad, MH 2008  
Score: 74.46%

## DECLARATION

I hereby declare that the particulars given above are true to the best of my knowledge and belief.

Signature\_\_\_\_\_

(Mayur R. Rajput)