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| Namrata Nagvekar  Contact Number: +91 9689739881  Email: namratanagvekar27@gmail.com  LinkedIn: https: //www.linkedin.com/in/namrata-nagvekar-7347a89a/  Tableau Public: <https://public.tableau.com/app/profile/namrata.nagvekar> |
| Highly self-motivated in increasing my knowledge, enhancing my skills and working capabilities in the world of Data. I am passionate about providing analytical insights and research about Data that may help to get through the right decisions for their business. I am a certified Tableau professional committed to pursuing a long-term career in Tableau/Data Visualization. Having 3 years of experience in the SEO + Digital Marketing industry, seeking to leverage analytic skills. Have developed advanced dashboards with filters, parameters, and calculated fields to track appropriate results. Skills  |  |  | | --- | --- | | * Tableau Dashboard & Story Creation * SQL Joins, SQL queries execution * Data Normalization * Web Scraping with Python * Website Analysis * Keyword Research * On-Page optimization | * Data Modeling in Tableau * Data Prep * Google Analytics * Worked on HTML/CSS for websites * XML Sitemap Creation * Structured Schema Markup (using JSON-LD) * Website strategy and design layout | |

# Experience

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| SEO Webmaster, Krishgen BiosystemsAug 2020 – feb 2021 Overview – Krishgen Biosystems is a pharmaceutical eCommerce website. They are the Manufacturer & Distributor of Life Sciences Reagents. The company had worldwide distributors.  SEO Tasks:   * Weekly Google Analytics report * Generated Monthly Tableau reports for website Analysis * Keep a track of the Website’s traffic, internal and external link analysis * Audit website, mobile responsiveness, Page load time * Coordinate with the Developers team for a speeding-up website, mobile responsiveness, layout issue, revamping any page, etc * Co-ordinated in website optimization work * Checking the website for any design, formatting level issue, linking errors, checking all processes till checkout of products |
| Digital Marketing Analyst, Initialize GroupOct - 2017 - Jan - 2019  * Utilizing social media to enhance the profile and reach of company * Developing and managing client strategy to meet objectives, Ad Campaigns * Monitoring competitor’s social media activities, websites * Targeting relevant customer through social media for engagements * Writing content for social media posts and also for websites that were developed in house. * Website context research. * Follow-up and coordinated with clients * SEO Copywriting * Interface with website developing team in assisting the design, website structure/flow, optimize website pages * Website audit before website Go-Live * Image optimization * Site-Map and Robot.txt file creation. |

# Tableau Skills

* Hands-on skills with use of quick filters, user filters, parameters and calculated, Level-of-Detail (LOD) Expressions to review results/dashboard efficiently.
* Generated context filters and data source filters while handling huge volume of data.
* Built dashboards for measures with bin size, trend line and reference lines.
* Published Workbooks by creating user filters, Boxplots, custom territories, K-means clustering.
* Created dashboards using different chart types like Crosstab's, Heat/Geo/Tree Maps, Pie/Bar Charts, Circle Views, Line/Area Charts, Scatter Plots, Bullet Graphs, and Histograms in Tableau Desktop.
* Developed Tableau workbooks from multiple data sources using Data Joining and Blending.
* Used Groups & Sets
* Animation in Tableau
* Forecasting with Time Series
* Hands-on knowledge on Tableau Prep ver. 2021.14
* Knowledge of ETL
* SQL + Tableau

# Recent PROJECTS

* **Air Quality Analysis —** *A Data Science Project*
* **Keyword Analysis using Tableau —** *An SEO Project*
* **IPL Match Analysis 2008-2019 —**
* **Soil Analysis for crops to be grown**
* **Consumer’s Bank**

**More on Tableau Public:**

[**https://public.tableau.com/profile/namrata.nagvekar#!/**](https://public.tableau.com/profile/namrata.nagvekar#!/)

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| Certifications  * SQL - MySQL for Data Analytics and Business Intelligence by Udemy, 2021 * Master Tableau 20 in Data Science by solving Real-Life Analytics Problems by Udemy, 2021 * [Tableau 2020 A-Z: Hands-On Tableau Training for Data Science](https://e2.udemymail.com/ls/click?upn=ZF3sOyS2SxEPIoSZT6Aoc-2BEAPso9xRA49IDbkpAnXikNXskObXMfBGg2Bq6rJBOmx0MolemlFdCCqobEz5ar5hH-2BTzOA5mMqokfJokpKyh-2BIvdIMdtNFhHVDdI5aTldiZr5BAMnmX05gLnruXtMS-2BA-3D-3D8hql_1a6QOseBfq8zN7piPY-2FXQZ8NG9yCNixmI90OstqtKZC741b5jLOl4n0YNZcmKFzXNMp6whAClfYXaL7YlYgjcQmw424GllorQUYEMNxQD3kWcilSqgNqM0bIdXEdhhiUZVaCpLHSjrIGTWmNt52CjG7WxYg6nFDvUcNcgdfI8BMk0IwzIbcjAHtLQ2dhh5X5TaIuANAO9jPQezSS7fBSxFmiygKSPj-2FLdomJs6-2FjUhPGW0Ag3VANAi2fd7MvL79AposJtA1JElVDxiLGBVfCLkaPDczuhzOkGhkr93XBG28EAhnn7XHh4CmCpggJn74sKmCWD3Tr-2FgUIC7HLEb7PKSgpb3j-2B7Bwb1hmLRW97lL4-3D) by Udemy, 2021 * Tableau for Beginners from Great Learning Academy, 2021 * [SEO Training Masterclass 2021: Beginner SEO To Advanced SEO](https://www.udemy.com/course/seo-with-google-other-large-platforms-to-get-great-scale/) by UDEMY, 2020 * Completed online course of Fundamentals of Digital Marketing course by Google * Certification in Core Java (Basic) |

# Education

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| JSPM College of Engineering - Computer EngineerAug 2011 - June 2015Languages  |  |  | | --- | --- | | EnglishHindiMarathi |  | |  |
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I hereby declare that the above written particulars are true to the best of my knowledge and belief.

(Namrata Nagvekar)

Immediate Joiner in 15 Days or less