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| Namrata NagvekarContact Number: +91 9689739881Email: 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

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| * 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
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# Experience

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| SEO Webmaster, Krishgen BiosystemsAug 2020 – feb 2021Overview – 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
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| Digital Marketing Analyst, Initialize Group Oct - 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.
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# 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)
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# Education

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| JSPM College of Engineering - Computer EngineerAug 2011 - June 2015Languages

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| English HindiMarathi |  |

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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