

SUSHMINDER SINGH

DATA SCIENTIST

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SKILLS

Python, SQL, Tableau,
Regression, Hypothesis
Testing, Matplotlib, Plotly

PROFILE

I would like to be a data driven marketer that is enthusiastic in helping bridge the gap between sales, marketing, and data science. I would like to generate meaningful insights to interesting problems.

EXPERIENCE

Freelance Marketing Consultant

MARCH 2018 - JULY 2019, INDIA

- Studied Business profiles and operations to understand clients marketing needs.
- Recommended specific marketing approaches and spending budgets to achieve the client's desired sales goals.

Marketing Executive | HCL Healthcare

AUGUST 2016 - FEB 2018, GURGAON, INDIA

- Organized and oversaw advertising/communication campaigns, exhibitions, and promotional events.
- Conducted market research and analysis to evaluate trends, brand awareness and competition ventures.

Management Trainee | DCB Bank

JULY 2014 - JUNE 2015, BANGALORE, INDIA

- Gathered market and customer data by performing detailed research activities.

EDUCATION

BrainStation | Diploma Candidate, Data Science

AUG 2020 - OCT 2020, TORONTO, ON

Annamalai University | Master's in Business Administration

JUNE 2012 - 2014, INDIA

Visvesvaraya Technological University | Computer Science and Engineering

SEP 2006 - 2011, BANGALORE, INDIA

SKILLS

Python, R, SQL

PROJECTS

Marketing Research on Reva Electric E2O Cars

2014, MBA Research Project

Impact of Petrol Price Hike on sales enhancement of electric car Reva E2O

Tools Used - MS Power Point, MS word, MS Excel, Online Research