Aleena Khan

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LinkedIn
GitHub

Profile Summary

Insight-focused data analyst passionate about uncovering actionable patterns to boost business performance. Skilled in Excel, SQL, and Tableau — blending my data science expertise with analytical thinking to transform complex data into meaningful decision.

Education

B.Tech in Computer Science (CSE)
Vellore Institute of Technology (2022-2026)

Skills

- Excel, SQL, MySQL, PostGresSQL
- Python, Pandas, Numpy, Matplotlib, Tableau
- PyTorch, Sckit-learn, CrewAI, Jupyter Notebooks
- React.js, Express.js, JavaScript
- C++, LangChain, RAG, n8n.

Certifications

Data Analytics Essentials - Cisco

Marketing Strategy - Linkedin

Full Stack DataSCience - NareshIT

50 Days Badge - LeetCode

Data Analytics projects

UK Retailer Data Analysis

◇ Cleaned and prepared a UK-based e-commerce dataset containing 541,909 transactions across 37 countries using **Pandas** — adjusted bad debt, retrieved cancelled orders, and removed empty rows for accurate analysis.

◇ Performed in-depth sales trend analysis plotting visuals using **Matplotlib**, revealing a 188% revenue surge from August to November 2011, with peak monthly sales of \$ 1.5M (14.1% of total GMV \$ 10.63M) and a 65.6% repeat customer rate, highlighting strong customer loyalty and market growth.

◇ Built interactive **Tableau dashboards** highlighting the top 10 revenue-generating products and identifying the United Kingdom as the leading sales region, contributing the highest share with an Average Order Value (AOV) of \$ 498.98

github.com/Aleena9k/Data-Analysis-Protfolio/UK-Retailer

Data Analytics Experience

Web developer intern, Bizprospex

◇ Developed automated data extraction pipelines at a data mining firm to support data analysis workflows, leveraging **React.js, Express.js** and **SQL** under the mentorship of senior technical members.

◇ Created and deployed 2+ internal-use software tools to streamline work-flows across departments like data mining and lead generation.

Technical Projects

Smart Irrigation System

◇ Developed a hardware-software integrated smart irrigation system that optimized water usage by 30% and improved crop yield by 20% offering automated irrigation control and real-time recommendations.

◇ Built a Decision Tree–based ML model in Jupyter Notebook with 90% prediction accuracy, trained on over 2000+ historical temperature and soil moisture datasets from Madhya Pradesh and national Indian sources.

◇ Collected real-time environmental data using SKU; QC0015 soil moisture sensor module and LM35D temperature sensor, which was fed into the ML model to predict threshold moisture levels for irrigation decisions.

◇ https://github.com/Aleena9k/SmartIrrigationSystem

Content team Co-lead

◇ Worked in **Entrepreneurship Cell, VIT Bhopal** for 2 years and leaded the team for one year as co-lead managing a team of 6+ writers.

◇ Collaborated with cross-functional teams to organize E-Summit 2024, featuring **Dr. Vijendra Singh Chauhan** as chief guest, and coordinated multiple pitch deck sessions for aspiring entrepreneurs.