

AQSA FATIMA

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PROFESSIONAL SUMMARY

Motivated and detail-oriented entry-level data analyst and web developer with a strong foundation in data analysis, statistical methods, data visualization, and front-end web technologies. Proficient in tools such as Python, SQL, Power BI, and React.js. Eager to leverage analytical and development skills through academic and personal projects to contribute to data-driven decision-making and create user-friendly web applications in a dynamic team environment.

SKILLS

- **Languages & Tools:** Python, SQL, HTML, CSS, JavaScript, Tableau, Power BI, Excel, Matplotlib
- **Data Analysis:** Insight extraction, statistical methods, data cleaning
- **Web Development:** Frontend design, responsive layouts, web debugging
- **Problem Solving:** Critical thinking, attention to detail
- **Soft Skills:** Clear communication, team collaboration

PROJECTS

Blog App

August 2023 - September 2023

- Built a responsive blogging platform allowing users to create, edit, and publish articles.
- Integrated user authentication and real-time database functionality.
- Implemented multimedia support for images and videos to enhance content richness.
- Enabled social sharing features to promote user engagement and broaden reach.

Resume Classification System

June 2024 - August 2024

- Built an automated resume screening tool using Python, NLP (TF-IDF), and Logistic Regression.
- Developed an interactive Streamlit app for real-time job role classification.
- Improved recruitment efficiency by reducing manual screening time.

Social Media Insights Dashboard

August 2024 - October 2024

- Designed Power BI dashboards to monitor engagement metrics (likes, shares, reach).
- Cleaned and transformed data using Power Query; applied DAX for KPI analysis.
- Delivered actionable insights to refine content strategy.

Sales and Revenue Analysis

November 2024 - January 2025

- Analyzed sales trends and built forecasting models using ARIMA and Exponential Smoothing.
- Performed EDA using Pandas, Matplotlib, and Seaborn; visualized trends in Power BI.
- Automated reports with key revenue metrics to support strategic decisions.

Customer Segmentation

April 2025 - July 2025

- Applied K-Means clustering on demographics and spending data.
- Used the Elbow Method and PCA for cluster optimization and visualization.
- Enabled targeted marketing strategies based on customer segments.

Netflix User Behavior Analysis

- Analyzed viewing patterns to identify genre preferences and binge behaviors.
- Cleaned and processed raw data; calculated engagement metrics.
- Provided insights for personalized recommendations and content planning.

Student Performance Dashboard

- Built an interactive Power BI dashboard to analyze student marks, attendance, and portal login activity.
- Used Power Query for data cleaning and transformation, and DAX for calculated metrics.
- Visualized key performance indicators, trends, and correlations to identify top and struggling students.
- Enabled educators to make data-driven decisions by highlighting engagement-performance patterns.

EDUCATION

Bachelor of Engineering(B.E) – **Computer Science**

Khaja bandanawaz University, Gulbarga

November 2020 – June 2024

CGPA: 8.18