

# SHAIK AYESHA

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## EXPERIENCE

<b>Data Analyst Intern, 360DIGI TMG</b>	Jan 2024 – Mar 2024
<ul style="list-style-type: none"><li>Designed and implemented a data cleaning process, reducing data preparation time by 20% and improving efficiency for a customer segmentation project.</li><li>Analyzed operational data for the Optimization of Machine Downtime project, identifying root causes and recommending strategies that enhanced overall equipment effectiveness (OEE).</li><li>Utilized tools and technologies like Python, SQL, and Excel for data cleaning, analysis, and process optimization.</li></ul>	
<b>Data Analyst Intern, Internship Studio</b>	Apr 2024 – Jun 2024
<ul style="list-style-type: none"><li>Conducted sales data analysis and reporting for a retail chain, identifying trends and patterns to support better decision-making.</li><li>Delivered actionable insights that improved sales forecasting accuracy by 25% and contributed to a 10% increase in quarterly sales.</li><li>Used advanced data wrangling techniques with tools like Python, SQL, and Excel to clean and prepare datasets for effective analysis.</li></ul>	

## SKILLS

<b>Programming Languages</b>	Python, SQL, PostgreSQL, HTML, CSS, PHP, R Programming.
<b>Core Skills</b>	Data Wrangling & Cleaning, Machine Learning, Natural Language Processing, Data Visualization, Statistics, Advanced Excel.
<b>Tools &amp; Frameworks</b>	Tableau, NumPy, Pandas, Salesforce.
<b>Key Competencies</b>	Performance Optimization, Continuous Integration & Deployment (CI/CD), Software Development, Data Analysis, Problem-Solving, Communication, Leadership, Time Management, Attention to Detail.

## PROJECTS

<b>Twitter Sentiment Analysis</b>
<ul style="list-style-type: none"><li><b>Accurate Sentiment Classification:</b> Built a sentiment analysis model with 91% accuracy to classify tweet sentiments as positive, negative, or neutral.</li><li><b>Business Insights:</b> Helps businesses understand customer opinions and emotions, enabling them to improve products, services, and engagement strategies.</li><li><b>Targeted Engagement:</b> Provides actionable insights for businesses to respond effectively to customer feedback and tailor their marketing efforts.</li></ul>
<b>Airbnb – Data Analysis Dashboard</b>
<ul style="list-style-type: none"><li><b>Interactive Dashboard:</b> Developed a user-friendly dashboard with advanced visualizations to analyze Airbnb data, helping users understand rental performance and pricing trends.</li><li><b>Optimized Rental Strategies:</b> Identified high-performing properties and ideal pricing strategies, leading to a 15% increase in income for Airbnb hosts.</li><li><b>Data-Driven Insights:</b> Provided actionable recommendations to improve property listings, maximize bookings, and enhance profitability.</li></ul>

## EDUCATION

<b>Amity University</b>	Raipur, IND
B.Tech, Computer Science Engineering. <b>9.08 CGPA</b>	2021 - 2025
<b>10+2 Sri Chaitanya Institution</b>	Khammam, IND
XII (TS BIE), <b>97.8%</b>	2019 - 2021

## ACHIEVEMENTS

<b>Hackathon Wins</b>	Winner of Internal Smart India Hackathon 2023 , First Replit User Winner at Hack<bios> Hackathon.
<b>Rankings &amp; Certifications</b>	Secured All India 18th rank in the Internship Studio Aptitude exam , Achieved a 5-star rating on HackerRank in Python.