Ayisha Parveen

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GitHub: https://github.com/Ayisha25 | Portfolio: https://ayisha25.github.io/Portfolio/

OBJECTIVE

Driven MCA student with a focus on Data Analytics, eager to apply my expertise in Python, data analysis, and data visualization. Passionate about delivering actionable insights to optimize business outcomes within the technology sector.

EDUCATION

B. S. Abdul Rahman Crescent Institute of Science and Technology **2023 - 2025**
Master of Computer Application (MCA), CGPA 7.0/10 Chennai, India

Idhaya College for Women **2020 - 2023**
Bachelor of Computer Application (BCA), CGPA 8.2/10 Kumbakonam, India

TECHNICAL SKILLS

Software / Tools: Microsoft Office, Power BI, Tableau
Programming Language: Python, MYSQL.
Certifications: Certified Data Analytics
Language: Fluent in Tamil, Intermediate in English

WORK EXPERIENCE

Data Analytics Intern | VCODEZ| Chennai **February 2025 – April 2025**
E-Commerce Product Recommendation System

- Deployed a Python and Stream-lit-based recommendation system incorporating SVD-based collaborative filtering and cosine similarity to achieve an RMSE of 0.82 and 88% coverage for personalized product recommendations.
- Designed a hybrid approach combining user-item interactions and product metadata to address data sparsity and cold-start problems, enhancing recommendation accuracy by 15% compared to baseline models.
- Developed an interactive Stream-lit user interface with immediate dataset upload, user/product choice, and JSON export capability, improving usability and transparency for e-commerce stakeholders.
- Improved the system's scalability by adopting efficient caching and matrix factorization mechanisms, cutting down on average recommendation latency to 1.2 seconds for datasets up to 50 MB.

PROJECTS

Food Nutrition Analysis **September 2024 – October 2024**

- Improved a machine learning classification model processing more than 1,000 food items, increasing nutritional prediction accuracy by 30% with macro and micronutrient feature engineering.
- Built interactive Power BI dashboards for detailed diet tracking, enabling users to visualize calorie consumption, nutrient composition, and receive tailored diet recommendations.
- Cleaned and pre-processed high-volume CSV datasets (e.g., fast food nutrition data), enhancing data quality and allowing effective model training and visualization.

DECLARATION

I hereby declare that the above information is correct and true to the best of my knowledge and belief.

Sincerely,
Ayisha Parveen A. R
05/06/2025