FARSANA THASNEM PA

Malappuram, Kerala, India | farsanathesni02@gmail.com | +91 7994145436 | LinkedIn: www.linkedin.com/in/farsana-thasnem-pa | GitHub: https://github.com/FarsanaDS

SUMMARY

Data analyst with a strong foundation in physics and hands-on experience in machine learning, data analysis, and visualization. Proficient in Python, SQL, and modern tools for predictive modeling and data storytelling. Eager to apply analytical skills to drive data-informed decisions.

SKILLS

- Programming: Python, SQL, R
- Machine Learning: Supervised/Unsupervised Learning, Grid Search, Cross-Validation, Outlier Detection
- Data Analysis: Data Cleaning, Feature Engineering, Dataset Balancing, Web scraping
- Visualization: Matplotlib, Seaborn, Power BI, Tableau
- Tools: Git, Jupyter Notebook, OpenCV, Excel

WORK EXPERIENCE

Data Analyst Intern

Techolas Technologies, Calicut, Kerala

July 2024 - Present

- Built and deployed machine learning models with optimized feature selection and hyperparameter tuning.
- Automated data preprocessing workflows, reducing manual effort by 40%.
- Created interactive dashboards to support data-driven decisions.
- Collaborated with cross-functional teams to apply best practices in data analysis.

EDUCATION

Bachelor of Science (BSc) in Physics

University of Calicut, Kerala, India

2021-2024

PROJECTS

Income Prediction Model (Deployed)
- Built a classification model using the Adult Income dataset (32K+ records).
- Optimized with grid search and cross-validation for high accuracy.
- Created insightful visualizations and deployed using Streamlit.
- Tools: Python, Scikit-learn, Pandas, Matplotlib, Streamlit

Brazilian E-commerce EDA & Dashboard
- Performed EDA on Brazilian E-commerce dataset for behavioral and satisfaction analysis.
- Built an interactive Streamlit dashboard and conducted RFM analysis for segmentation.
- Tools: Python (Pandas, NumPy, Matplotlib, Seaborn, Plotly), Streamlit, Jupyter Notebook

Data Science Salaries Dashboard (Tableau)
- Analyzed salary data by experience, company size, and job title using Tableau.
- Created a public dashboard using Tableau Public and GitHub.
- Tools: Tableau, GitHub

Prime Video Dashboard (Power BI)
- Built a Power BI dashboard to visualize ratings, genres, countries, and time trends of Prime Video data.
- Learned dashboard structuring, custom visuals, and storyboarding.
- Tools: Power BI, Dataset from YouTube Tutorial

LANGUAGES

- English (Fluent)
- Malayalam (Native)