

HARLEEN KAUR PAMA

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Passionate and detail-oriented aspiring Data Analyst and Data Engineer with a strong foundation in data analysis, pipeline building, and visualization. Skilled in Python, SQL, Power BI, and Excel, with hands-on experience in exploratory data analysis and creating automated data workflows. Focused on turning raw data into actionable insights and scalable solutions using modern data tools and technologies.

Education

VIT Bhopal University- B.Tech	2022-26
CGPA-8.45	
Sri Sankara Vidyalaya, Bhilai -12 th	2021-22
81.4%	
Sri Sankara Vidyalaya, Bhilai -10 th	2019-20
89%	

Technical Skills

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- **Programming Languages:** Python, SQL, C++
 - **Data Analysis & Visualization:** Pandas, NumPy, Matplotlib, Seaborn, Power BI, MS Excel
 - **Database Management:** MySQL, SQLite, PostgreSQL
 - **Data Engineering Tools (BASICS):** Airflow (basic), ETL concepts, APIs, Web Scraping
 - **Machine Learning (Basics):** Scikit-learn, Regression, Classification

Projects

Telecom Churn Prediction

Built a telecom churn prediction model to identify customers likely to discontinue services. Handled data pre-processing, visualization, and feature engineering using customer demographics, contract, and usage data to uncover key churn indicators and prepare for effective machine learning modelling.

Applied Logistic Regression, SVM, Random Forest, AdaBoost and XGBoost. XGBoost achieved the highest test accuracy due to its boosting strategy and ability to capture complex patterns. This project highlighted the effectiveness of ensemble models in solving real-world classification problems.

Customer Analytics & Data Preparation – Quantum Virtual Experience (Forage)

Completed a virtual experience, focusing on customer transaction analysis, segmentation, and uplift modelling. Conducted data cleaning, selected control stores using defined metrics, performed statistical testing, and used Python/R to generate insights and visualizations supporting sales performance evaluation.

Applied the Pyramid Principle to structure a client-facing report, integrating visual analytics, key findings, and strategic recommendations. Demonstrated proficiency in experimentation, commercial analytics, and translating complex data into actionable insights aligned with business objectives and stakeholder needs.

Certifications

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- Generative AI Certification – IBM (2025)
 - Cloud Computing – NPTEL, IIT Madras (2024)
 - Marketing Analytics – NPTEL, IIT Roorkee (2025)
 - Full-Stack Web Development (MERN Stack) – SmartBridge (2025)
 - Bits and Bytes of Computer Networking – Coursera