HUMERA SHAIK

+91 7382273550 || humerah610@gmail.com

OBJECTIVE:

A Data Analyst enthusiast proficient in applying data visualization tools (Power BI, Excel, Tableau), Machine learning (Regression, Classification), Python, libraries and to deliver actionable insights. Proven ability to build predictive models (e.g., dynamic pricing forecasting a 15% revenue increase, sentiment analysis with 92% accuracy) and drive data-driven solutions. Proficient in leveraging AI tools for efficient coding, debugging, and data analysis to accelerate development and extract actionable insights. Seeking a challenging role to contribute to business growth through effective data analysis.

SKILLS:

Tools:	Advanced Excel (Certified diploma), Power Bi, Tableau
Machine Leaning:	Linear Regression, Logistic Regression (Binary & Multivariate), Decision Trees.
Database:	SQL (PostgreSql)
Programming Languages:	Python
Libraries:	Pandas, NumPy, Matplotlib, Seaborn, ScikitLearn
AI Automation:	Power BI Copilot, Vertex AI, Chat GPT, Gemini, AI analytics tools, coding and Debugging tools etc.
Others:	Good Communication, Storytelling, Creative, Critical thinking.

EXPERIENCE:

1. Kulturehire Data Analyst Intern [January (2025) – February (2025)]:
    - Standardized and cleaned large datasets, ensuring data accuracy and reliability, which enhanced the quality of insights derived from analysis.
    - Developed dynamic Excel dashboards and pivot tables to visualize KPIs, and mastered PostgreSQL for efficient data querying and analysis, enhancing understanding of data patterns and trends using Power Bi.

SIMULATIONS:

1. Quantium Data Analytics Job Simulation on Forage - April 2025
    - Completed a job simulation focused on Data Analytics and Commercial Insights for the data science team.
    - Developed expertise in data preparation and customer analytics, utilizing transaction datasets to extract valuable insights and deliver data-driven commercial recommendations.
    - Extended analytical capabilities to identify benchmark stores for conducting uplift testing on trial store layouts, enabling evidence-based decision-making.
    - Leveraged acquired data analytics and insights from previous tasks to create comprehensive reports for the Category Manager, facilitating informed strategic decisions and enhancing commercial applications.
2. Tata Data Visualization: Empowering Business with Effective Insights - February 2025:
    - Completed a simulation involving creating data visualizations for Tata Consultancy Services
    - Prepared questions for a meeting with client senior leadership.
    - Created visuals for data analysis to help executives with effective decision making.

PROJECTS:

1. **HOSPITALITY DOMAIN – Hotel booking and cancellation analysis: [Excel]**
    - Created Pivot Tables using the cleaned data and created a detailed report in Excel to allow the Organization to identify the loop holes and helped in decision-making to increase the customer satisfaction by 12%.
2. **HR DOMAIN- HR Analytics** [Power Query Editor |Tableau]
    - Designed a Tableau dashboard to understand the attrition in the company based on employee details.
    - The dashboard streamlined the process of reducing 38% attrition in the company.
3. **SALES INSIGHTS-**
    a) **Pizza sales:** [MySQL | Power Query Editor | Power BI]
        - Designed a Power BI dashboard to understand the sales trends.
        - The final dashboard was effective at displaying the sales trends allowing the Organization to understand the data and make appropriate decisions.
    b) **Video game sales analysis and visualization:**
    [Python | Pandas | NumPy| Matplotlib | Seaborn| Excel]

- Analyzed sales data for over 16000 games using Python libraries.
- Identified action as the highest-selling genre and PlayStation as the top-selling platform.
- Developed sales forecasting visualizations to predict the future sales based on historical data using Excel.

4. **HEALTHCARE DOMAIN – Diabetes Prediction:**

[Python | Pandas | NumPy| Matplotlib | Seaborn]

- The Dataset consists of several medical predictor variables and one target variables (Outcome). Patients with diabetes have higher average glucose, Insulin levels and BMI compared to patients without diabetes.
- The dataset is currently imbalanced with more patients without diabetes than with diabetes. Collecting more data for patients with diabetes could help improve the Analysis and future models.

5. **AGRICULTURE DOMAIN- Fertilizer Usage Efficiency Analysis:**

[Power BI Desktop, Power BI Copilot, DAX, Data Modeling, Forecasting]

- Analyzed fertilizer usage efficiency across Indian states using Power BI, uncovering regional disparities and yield patterns.
- Built a forecasting-enabled dashboard with custom KPIs and visuals, leading to insights that showed potential for an 18–22% improvement in yield efficiency and a 6.4% forecasted yield increase with optimized fertilizer use.

6. **Telecom Customer Churn:**

[Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, Machine Learning, Pickle, AI analytics]

- Developed a machine learning model to predict customer churn in the telecom industry using Python, Random Forest, and Scikit-learn. Performed data cleaning, EDA, feature engineering, and model evaluation,
- Achieved 79.03% accuracy, 64% precision, and 48% recall for churned customers. Saved model and scaler for deployment using Pickle.

7. **Dynamic Pricing Model for E-commerce:**

[Machine Learning (Linear Regression, Model Evaluation), Python (Pandas, Scikit-learn, data simulation), Power BI, Advanced Excel, AI analytics]

- Developed a dynamic pricing model using regression analysis in Python, which simulated real-time price adjustments based on factors like demand and competitor pricing. The model predicted a 15% increase in revenue by optimizing prices, while also reducing price volatility by 8% compared to the previous strategy.

8. **Social Media Sentiment Analysis and Trend Prediction**

[Machine Learning (Logistic Regression, Model Evaluation), Python (Pandas, Scikit-learn), Power BI, AI analytics]

- Conducted sentiment analysis on social media data using Logistic Regression in Python to classify customer opinions, achieving 92% accuracy in sentiment classification. Predicted a 10% increase in positive sentiment over the next quarter by identifying key drivers and trends in customer feedback.

CERTIFICATIONS:

1. AI tools Workshop - be10x
2. Python Certification - Simplilearn.
3. Prompt Engineering for Everyone - IBM from COGNITIVE CLASS.ai
4. AI driven Data Analytics – WsCube Tech
5. Prompt Design in Vertex AI – Google Cloud Skill badge (Apr 2025)
6. AI driven Data Analytics (ISO certified) – Freedom with AI

EDUCATION:

- BACHELOR OF TECHNOLOGY, Agricultural Engineering, Vikas College of Engineering and technology, Vijayawada.
  CGPA- 8.0

- Diploma in Microsoft Excel for Beginners and Experts – Alison
  PERCENTAGE - 96