# HUMERA SHAIK

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## OBJECTIVE

Detail-oriented Data Analyst with proven expertise in Excel, SQL, Power BI, Tableau, and Python to drive end-to-end data analysis and decision support. Proficient in developing interactive dashboards, implementing machine learning models, and accelerating insights through AI tools such as ChatGPT, Claude.ai, and Copilot, enhanced by prompt engineering techniques. Experienced across diverse domains—including healthcare, e-commerce, HR, and telecom—with a focus on exploratory analysis, forecasting, and AI-powered automation to deliver scalable, data-driven solutions.

## SKILLS

- **Tools & Platforms:** Excel (Advanced), Power BI, Tableau, SQL (PostgreSQL)
- **Programming:** Python
- **Libraries:** Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn
- **Machine Learning**: Linear & Logistic Regression, Decision Trees, Random Forest
- **AI Tools:** ChatGPT, Claude.ai, Copilot, Power BI Copilot, Gemini
- **Key Techniques:** EDA, Data Cleaning, Forecasting, Predictive Modeling, Prompt Engineering
- **Soft Skills:** Communication, Storytelling, Critical Thinking, Creativity.

## EXPERIENCE

Data Analyst Intern – Kulturehire (Jan 2025 – Feb 2025)
- Cleaned and standardized large datasets to improve data quality using PostgreSQL.
- Built Excel dashboards and used PostgreSQL for querying, with visualizations in Power BI.

## SIMULATIONS

Quantium Data Analytics Simulation (Forage, Apr 2025)
- Analyzed customer data, performed uplift testing, and presented insights to support strategic decisions.

Tata Data Visualization Simulation (Feb 2025)
- Created visuals and prepared executive-level insights for business meetings.

## PROJECTS

**1. Hospitality Domain – Hotel Booking & Cancellation Analysis** (Excel)
- Leveraged pivot tables and detailed reporting from cleaned data to identify process gaps, boosting customer satisfaction by 12%.

**2. HR Domain – HR Analytics** (Power Query Editor, Tableau)
- Developed a Tableau dashboard to analyze employee attrition, contributing to a 38% reduction in turnover.

**3. Sales Insights**

    **a) Pizza Sales** (PostgreSQL, Power Query Editor, Power BI):

- Built an interactive Power BI dashboard to monitor sales trends, empowering data-driven decision-making.

   **b) Video Game Sales Analysis & Visualization** (Python, Pandas, NumPy, Matplotlib, Seaborn, Excel):

- Analyzed data for 16,000+ games to identify "Action" as the top-selling genre and PlayStation as the leading platform; implemented sales forecasting visualizations.

**4. Healthcare Domain – Diabetes Prediction** (Python, Pandas, NumPy, Matplotlib, Seaborn)

- Executed exploratory data analysis on a diabetes dataset, highlighting key predictors (glucose, insulin, BMI) and recommending data augmentation to balance class distribution.

**5. Agriculture Domain – Fertilizer Usage Efficiency Analysis** (Power BI Desktop, Power BI Copilot, DAX, Data Modeling, Forecasting, AI automation)

- Analyzed regional fertilizer usage across Indian states and built a forecasting dashboard, revealing an 18–22% potential yield efficiency improvement and a 6.4% increase in forecasted yield.

**6. Telecom Customer Churn** (Python, Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, Machine Learning, Pickle, AI automation)

- Developed a Random Forest model to predict customer churn (79% accuracy, 64% precision, 48% recall) after comprehensive data cleaning and feature engineering; preserved the model for deployment.

**7. Dynamic Pricing Model for E-commerce (Machine Learning, Python, Power BI, Advanced Excel, AI analytics)**

- Created a regression-based dynamic pricing model simulating real-time price adjustments, resulting in a 15% revenue increase and an 8% reduction in price volatility.

**8. Social Media Sentiment Analysis & Trend Prediction (Machine Learning, Python, Power BI, AI analytics)**

- Conducted sentiment analysis using logistic regression to classify social media feedback with 80% accuracy, predicting a 10% uptick in positive sentiment.

**CERTIFICATIONS**
- AI Tools Workshop – be10x
- Python Certification – Simplilearn
- Prompt Engineering – IBM (Cognitive Class)
- AI-driven Data Analytics – WsCube Tech
- Prompt Design in Vertex AI – Google Cloud (Apr 2025)
- AI-driven Data Analytics (ISO Certified) – Freedom with AI

**EDUCATION**
- B.Tech in Agricultural Engineering – Vikas College of Engineering and Technology, Vijayawada – CGPA: 8.0
- Diploma in Microsoft Excel – Alison – Score: 96%