

Ilsa Sheraz

Data Science student skilled in machine learning, deep learning, and data analytics. Proficient in Python, C++, Power BI and SQL with experience applying statistical methods and building models to solve complex problems. Strong analytical mindset and a commitment to delivering data-driven insights.

✉ ilsasheraz505@gmail.com

☎ 0335-7295175

📍 Haripur, Pakistan

WORK EXPERIENCE

National Radio Telecommunication Corporation (NRTC)

AI/ML Intern

Jul 2024 - Aug 2024

- Developed and implemented a face detection and recognition attendance system using OpenCV and Python.
- Built OCR pipelines for data extraction from scanned documents.
- Created a 3D plane simulation for visualizing aircraft flight paths.

Made in Pakistan (Pakistan Sakhta)

Graphic Design and Content Writing Intern

Aug 2023 - Sep 2023

- Designed promotional graphics for digital campaigns.
- Wrote engaging blog content to boost online visibility.

EDUCATION

Pak-Austria Fachhochschule: Institute of Applied Sciences and Technology

BS Data Science

Oct 2022 - Oct 2026

CGPA: 3.89

PROJECTS

Pharmacy Management System

- Designed and implemented a comprehensive management system for pharmacies to track inventory, manage sales, and generate reports.

Customer Behavior Analysis and Predictive Modeling

- Analyzed large customer datasets using PySpark to identify spending patterns and segment users.
- Implemented **Linear Regression** for spend prediction, **K-Means Clustering** for customer segmentation, and the **Apriori algorithm** for association rule mining.
- Achieved R^2 of 0.82 in spending prediction, identifying 5 customer segments, and uncovering product associations with 70% confidence.

Vehicle Detection in Aerial Imagery Using YOLOv9

- Trained YOLOv9 on the VEDAI dataset to detect vehicles in aerial imagery.
- Achieved strong detection performance (mAP 80.8%) despite small object sizes and occlusion challenges.

SKILLS

- **Programming & Data Science:** Python, C++, Pandas, NumPy, scikit-learn, TensorFlow, OpenCV, YOLO9
- **Big Data & Databases:** PySpark, SQL, MongoDB
- **Data Analytics & Visualization:** Power BI, Matplotlib, Seaborn
- **Web & Automation:** Web Scraping (BeautifulSoup, Selenium)

LANGUAGE

English Intermediate

Urdu Native

Hindko Native