

Qasira Javed

Data Analyst | AI/ML Enthusiast

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Profile

I am a BSc Computer Application student with knowledge of Python programming and AI/ML. I am passionate about research and development and have worked on projects like Loan Tap, Airbnb, and Super Store. I have experience with supervised and unsupervised learning algorithms, data analysis, and MySQL. I enjoy using AI/ML solve real-world problems and work on innovative solutions.

Skills

- **Supervised Learning:** Linear Regression, Logistic Regression, Decision Tree, Random Forest, Support Vector Machine (SVM), Boosting, and Its Types
- **Unsupervised Learning:** Principal Component Analysis (PCA), SNE_UMAP, Kmeans, Hierarchical Clustering, DBSCAN, Anomaly Detection, Recommendation System
- Natural Language Processing(NLP): Bag of words, TFIDF, word2vec.
- **Deep Learning:** Neural Networks, Optimizers, Convolution Neural Network.
- **Programming Languages:** Python,
- **Database:** MySQL, PostgreSQL, SQL Server
- **Libraries & Tools:** Scikit-learn, Numpy, Pandas, Seaborn, Matplotlib, NLTK, Tensorflow and keras.
- **Data Visualization & ETL:** Power Bi, SSIS

Work Experience

Data Analyst Intern at BXB Analytics- Remote/Dubai

Duration: Jun 2025 - Present

- Gained hands-on exposure to SaaS analytics, learning key SaaS metrics (e.g., MRR, ARR, CAC, LTV, Churn Rate) and their formulas.
- Studied marketing metrics and UTM parameters to track campaign performance and customer acquisition.
- Worked on real-world datasets in domains like Airlines and E-commerce to derive actionable business insights.
- Performed Exploratory Data Analysis (EDA), data cleaning, and preprocessing using Python libraries (Pandas, NumPy, Matplotlib, Seaborn) in Google Colab.
- Built interactive dashboards and reports in Power BI using cleaned datasets, enabling data-driven decision-making.

Data Analyst Intern at Syncwave - Remote/India

Duration: 2 Months (April 2025 - May 2025)

- Received hands-on training in Advanced Power BI, Power BI Service, and SQL Server
- Learned to design interactive dashboards and publish them using Power BI Service
- Built practical dashboards (details in Projects section).
- Understood SQL database integration with Power BI for dynamic reporting
- Gained beginner-level experience in SSIS for data flow and transformation tasks

Projects

House Price Prediction: [Link](#)

- A project focused on predicting house Prices using machine learning algorithms.
- Trained a model to estimate house prices using machine learning techniques, utilizing Python and scikit-learn.

E-commerce Analytics Report And Dashboard - Power BI: [Link](#)

Designed and developed interactive dashboards to analyze sales, logistics, and customer behavior. Built KPIs for total revenue, profit margin, AOV, fulfillment rate, return rate, and shipping margin.

- Visualized sales trends, order status, and revenue distribution across regions, countries, and channels (Website, Amazon, Instagram, Noon).
- Created customer segmentation and CLV modeling to identify high-value vs. low-value customers.
- Delivered insights on delivery performance, order fulfillment, and customer spending behavior, enabling data-driven decision-making.

Airlines Analytics Report And Interactive Dashboard - Power BI:

- Designed and developed interactive dashboards to analyze revenue, passenger trends, bookings, and flights
- Implemented revenue leakage analysis, refund trends, load factors, and passenger segmentation for deeper insights
- Provided actionable intelligence through dynamic filtering, KPIs (Total Revenue, Net Revenue, Bookings, Refund Rate, Revenue Leakage)
- Enabled visual drill-downs to support strategic decision-making.

Healthcare Data Analysis Dashboard – Power BI: [Link](#)

- Developed an interactive dashboard to monitor hospital performance, treatment costs, and patient demographics using Power BI.
- Created a data model by establishing relationships between multiple tables (Patient, Diagnoses Department, Insurance, etc.)
- Used calculated columns to derive key metrics like Total Billing, Total Insurance Cost, and Total Treatment Cost.

Movies Data Analysis Dashboard – Power BI: [Link](#)

- Designed a multi-table dashboard with DAX measures (Total Budget, Revenue, etc.).
- Created relationships and interactive visuals for trend and performance analysis.

Education

Govt.Maharani Laxmi Bai Girls P.G. Autonomous College | 2023-2026

- Bachelor's of Science in Computer Application

Govt. Hamidia Girls Higher Secondary School:

- Class 12th : 87.2% (PCM)
- Class 10th : 89.8 %