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Enhancing LinkedIn visibility and recruiter engagement through strategic profile refinements. This documentation highlights key improvements aimed at optimizing structure, clarity, and accessibility for a stronger professional presence.


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Websites

sites.google.com/view/analyticsrashidhacom/home (Portfolio)

github.com/RashidhaBegum (Other)



Phone

+91 8248731401 (Mobile)



Address

[Plot No.20, Ganga Cauvery St,Ramakrishna Nagar Extension, Porur ,Chennai - 600116](#)



Email

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Birthday

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About

Ever wondered how patterns in data unlock hidden opportunities?

From design trends to financial forecasting, structured data drives intelligent decision-making, shaping industries with predictive analytics and statistical models.

Hi, I'm Rashidha, a Data Analyst Lead, transforming raw data into strategic insights that fuel business success.

My Journey: From Design to Data Intelligence

I've always believed that patterns tell stories, shaping perceptions and driving decisions whether in design or data.

Starting in fashion and interior design 🎨, I mastered creativity, composition, and pattern recognition. Over time, I realized patterns weren't just visual they existed in structured data, trend forecasting, and predictive models shaping industries Behind every shift in consumer behavior, data-driven storytelling was waiting to be uncovered. This realization led me to transition into data analytics, applying SQL-driven data modeling, Power BI for business intelligence, Tableau for visualization, and Python for automation & predictive analytics. Replacing creative algorithms with dashboards, automation tools, and financial risk assessment models, I discovered a new way to tell stories through data

Now, I optimize reporting workflows, forecast trends, and build interactive dashboards, transforming raw numbers into strategic insights that drive change.

In essence, I never left creativity behind I wove it into analytics, ensuring every dataset delivers measurable impact and transformation

How I Create Impact :

Data Visualization & Forecasting – Leveraging statistical models to present key insights

⚡ Automated Reporting & Data Structuring – Streamlining workflows for efficiency

🛡 Risk Assessment & Predictive Analytics – Strengthening data-driven strategies

Projects That Tell a Story:

✓ Instagram User Analytics – Identifying engagement trends through data-driven insights

✓ Hiring Process Optimization– Enhancing recruitment analysis with structured strategies

✓ Bank Loan Predictive Modeling – Assessing risk and financial forecasting

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Lead Data Analyst | Storytelling Through Data | Data Visualization, Predictive Analytics & Business Intelligence | Power BI, Tableau ...

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Why Data Matters :

Businesses today rely on structured insights and automation to stay ahead. Numbers alone don't drive innovation it takes business intelligence solutions, forecasting models, and Advanced Data analytics to extract value from data

♦ My mission? To blend creativity with technical expertise, ensuring every dataset delivers measurable impact and transformation.


💡 Need help with data visualization, reporting automation, or predictive analytics? Reach out at rashidha.abdul@gmail.com

**Sai Leela**

Student

[Connect](#)**Azha Ashika Nazeer**Management Coordinator at
Aspire College of Excellence[Connect](#)

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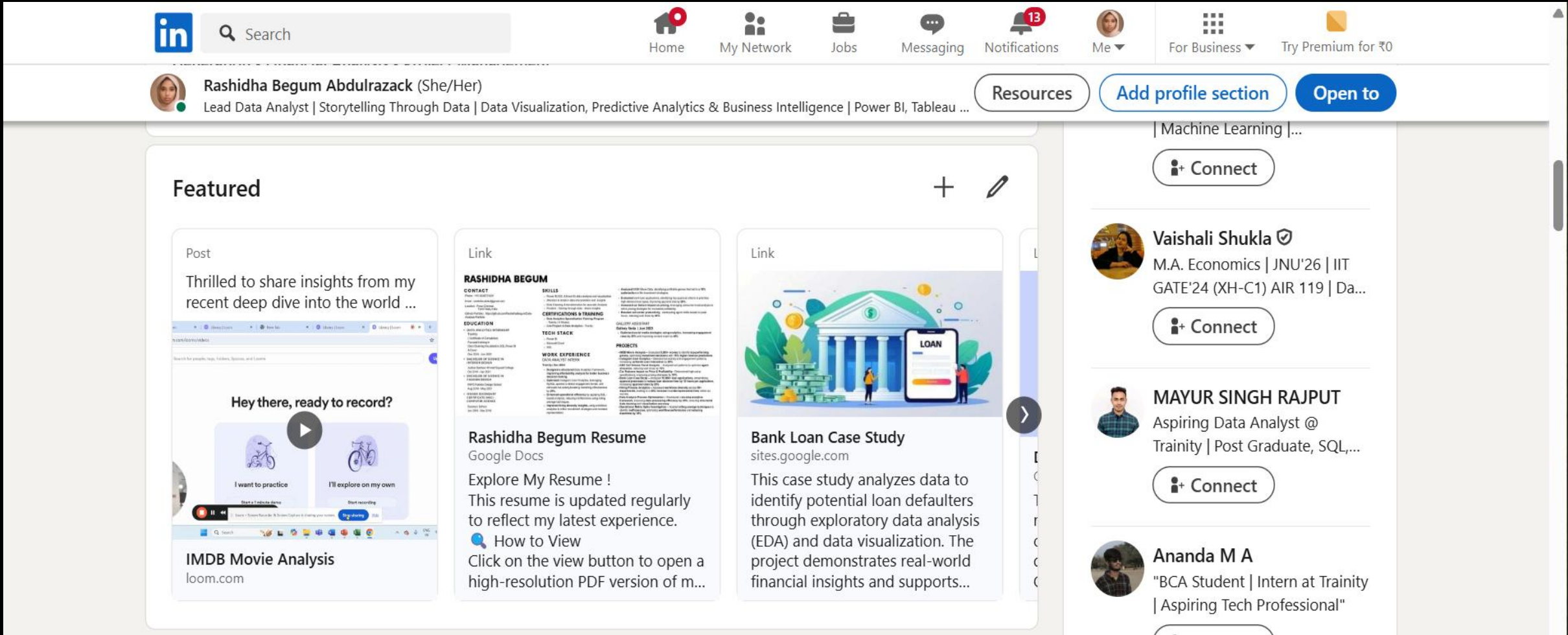
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Bank Loan Case Study

sites.google.com

This case study analyzes data to identify potential loan defaulters through exploratory data analysis (EDA) and data visualization. The project demonstrates real-world financial insights and supports...

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DATA ANALYSIS PORTFOLIO



By
Rashidha

Data Analysis Portfolio

GitHub

The Github repository showcases my projects and includes a consolidated portfolio PDF for a detailed presentation of my work. Click "View" to explore.

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CERTIFICATIONS



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Vaishali Shukla

M.A. Economics | JNU'26 | IIT
GATE'24 (XH-C1) AIR 119 | Da...

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MAYUR SINGH RAJPUT

Aspiring Data Analyst @
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Rashidha Begum Abdulrazack · You

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2h · Edited ·

Thrilled to share insights from my recent deep dive into the world of film! I've been analyzing the IMDB movie dataset to uncover the secrets behind box office hits and audience favorites.

This project aimed to understand the key factors that contribute to a movie's success. I explored data from the IMDB database, including movie titles, genres, ratings and box office performance. I used Microsoft Excel 365 to clean, analyze, and visualize the data. One main challenge was to transform raw data into actionable insights for filmmakers and industry stakeholders

Key Achievements :

I successfully identified several significant trends:

- * Action, Drama, and Comedy are the most popular genres.
 - * Certain directors (like Christopher Nolan and Steven Spielberg) consistently produce high-rated movies.
 - * Star power has a significant impact on movie success.
 - * There's a weak correlation between a movie's budget and its box office revenue, suggesting that high budgets don't always guarantee high ratings!
- These findings can offer valuable insights to support strategic decisions in the movie industry

Personal Learnings :

This project significantly enhanced my data analysis skills using Microsoft Excel 365. I gained expertise in data cleaning, EDA, feature engineering, and data visualization. I also improved my ability to communicate complex data insights in a clear and compelling way.

I'm eager to hear your thoughts! What are your favorite movie trends? Let's discuss in the comments!



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* Attached: Links to project files (PDF report, Excel worksheets, presentation).
Check out the links I've shared below to explore the project in depth!

* IMDB MOVIE ANALYSIS PDF LINK :

<https://lnkd.in/gnVB3jZz>

* EXCEL IMDB ANALYSIS GIVEN WORKSHEET LINK :

https://lnkd.in/gh6_67_5

* EXCEL WORKSHEET LINK :

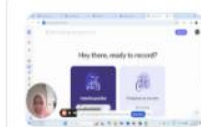
https://lnkd.in/g5sn5_q5

* POWER - POINT PRESENTATION LINK :

<https://lnkd.in/ggXJWZ5P>

#DataAnalysis #IMDB #DataVisualization #ProjectShowcase #DataAnalytics
#MovieAnalysis #FilmAnalysis #FilmData #MovieData #Excel365

Watch My IMDB Movie Analysis Project Video



IMDB Movie Analysis

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Education

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+

JUSTICE BASHER AHMED SAYEED COLLEGE FOR WOMEN

Bachelor of Science in Interior Design, Interior Design

Oct 2018 - Apr 2021

Activities and societies: Interior Design Club, Design Workshops, Portfolio Development Sessions

Bachelor of Science in Interior Design with a strong foundation in space planning, material selection, and sustainable design. Developed expertise in CAD drafting, creative problem-solving, and project coordination. Applied design principles to real-world scenarios, balancing aesthetics and functionality for optimized interior spaces. Coursework included Space Planning, CAD Drafting, Sustainable Design

Skills: Space Planning · AutoCAD 2D · Material Selection & Analysis · Project Coordination · Adobe Photoshop

INIFD Fashion Design School

Bachelor of Science in Fashion Design, Fashion Design

Aug 2018 - May 2021

Activities and societies: Fashion Show Participation, Design Competition, Trend Research

Developed a strong foundation in garment construction, textile science, and fashion illustration. Gained hands-on experience in trend research, design visualization, and creative problem-solving. Proficient in industry-standard tools such as Adobe Photoshop, Illustrator, and AutoCAD for technical sketches and digital design. Applied structured design principles to create innovative and functional apparel collections. Coursework includes Garment Construction, Adobe Photoshop, Textile Science, Fashion Illustration

Skills: Garment Construction · Textile Science · Trend Research & Forecasting · Creative Visualization & Design Thinking · Adobe Photoshop & Illustrator

Swamy's Matriculation Higher Secondary School

High School Diploma, Computer Science

Jun 2016 - Mar 2018

Activities and societies: - Self-Learning & Independent Research: Explored programming fundamentals and problem-solving techniques.
- Technology Enthusiast: Followed advancements in software and digital tools through independent study.

Completed high school with a strong foundation in Computer Science, fostering analytical thinking, problem-solving, and structured learning. Engaged in independent study, exploring programming fundamentals and logic-building concepts. Developed a keen interest in technology-driven solutions, focusing on structured and detail-oriented approaches. Coursework includes Programming Fundamentals, Data Structure & Algorithms, Mathematics for Computing, Computer Networks & Security, Software Applications

Skills: Structured Problem - Solving · Self - Learning & Research · Technology Awareness · Analytical Thinking

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ABC Call Volume Trend Analysis

As the lead data analyst on this project, I conducted an in-depth analysis of call volume trends to uncover actionable insights aimed at optimizing operational efficiency and enhancing customer satisfaction. Utilizing Excel for data: ...see more

♥

Data Analysis, Advanced Excel and +3 skills







Analyzing the Impact of Car Features on Price & Profitability

This project tackles a key challenge in the automotive industry: optimizing pricing and product development to maximize profitability while aligning with consumer demand. By analyzing the relationship between car features, market: ...see more

♥


Data Analysis, Advanced Excel and +2 skills







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...

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All

Industry Knowledge

Tools & Technologies

Interpersonal Skills

Other Skills

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Dashboard Development

Statistics

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Statistical Analysis & Predictive Modelling

Statistical Data Analysis

TData Analyst Intern at Trainity

Statistical analysis methods


Creative Visualization & Design Thinking

INIFD Fashion Design School

Data visualization expertise


Storytelling with Data

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