

# RUBINA AHMED MAHAR

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## PROFESSIONAL SUMMARY

Ambitious Bachelor of Business Administration (BBA) student with a strong passion for data science and analytics. I have earned CompTIA Data+ certification that demonstrates my fundamental skills in data management along with analysis applications. I have mastered the ability to apply data insights for both creating strategic decisions and operational improvements in business environments. My skills for working with multiple team functions bring me to the analytics field where I focus on perpetual progress. I aim to use my education along with certification as a foundation to deliver significant contributions toward data-driven projects.

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## KEY COMPETENCIES

Data Analytics	Financial Reporting	Team Leadership
Strategic Planning	Negotiations	Communication
Project Management:	Business Development	Research and Market Analysis

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## PROFESSIONAL EXPERIENCE

### Oigetit.ai - Fake News Filter (USA - Remote) Aug 2024 – Nov 2024

#### Software Quality Assurance Analyst

- Conducted comprehensive testing and quality assurance for software applications to identify and rectify bugs, ensuring optimal user experience and functionality. Collaborated with cross-functional teams to enhance product usability through rigorous UX evaluations and feedback incorporation.

### Prodigy InfoTech (India - Remote) June 2024 – Aug 2024

#### Data Science Intern

- Developed and implemented decision tree classifiers to improve predictive modeling efforts, alongside performing data visualization to communicate analytical findings effectively. Gained practical experience in machine learning methodologies and sentiment analysis techniques.

### SYNC INTERN'S (India - Remote) Mar 2024 – Apr 2024

#### Data Science & AI Intern

- Assisted in the development of innovative plant disease detection algorithms and contributed to various artificial intelligence projects, supporting the successful completion of deliverables and advancing project goals.

### AI Data Yard (Pakistan - Remote) Oct 2023 – Dec 2023

#### Marketing Intern

- Spearheaded content creation and established strategic partnerships aimed at increasing brand visibility and market engagement. Conducted market research to inform marketing strategies and campaign development.

### Paklaunch (USA - Remote) Jul 2023 – Sep 2023

#### Campus Ambassador

- Acted as a liaison between the organization and student body, promoting initiatives and enhancing brand recognition through marketing and outreach efforts. Managed promotional campaigns and engaged with faculty and students to drive participation.

### GAOTek Inc. (USA - Remote) Jun 2023 – Jul 2023

#### Business Development Intern

- Conducted thorough market analysis and research to identify growth opportunities, providing analytical support that informed strategic planning and business development efforts.

## EDUCATION

### Bachelor of Business Administration (BBA)

#### Iqra University Malir Karachi (2021 - Present)

- Achieved a cumulative GPA of 3.6

#### Notable Programs

- Comptia Data+ (2025)
- McKinsey Forward Program (2024)
- Data Science Specialization - LUMS

#### Scholarships and Awards

- 60% Scholarship Recipient, Iqra University Karachi

#### Final Year Research Project:

#### “Following Faysal Bank’s Conversion, How Does Corporate Social Responsibility (CSR) Impact Customer Satisfaction?”

- Conducted survey-based research with 200+ participants to analyze how CSR initiatives influence customer satisfaction in the context of Islamic banking
- Utilized Excel and SPSS for statistical analysis, deriving insights into customer trust, loyalty, and ethical perception in financial services

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## CERTIFICATIONS

#### Specialised Certifications

- CS50’s Introduction to Programming with Python
- Programming in Python, Northeastern University
- Introduction to Programming Using Python, DataCamp
- Python 101 for Data Science, IBM
- SQL for Data Analysis: MySQL Business Intelligence
- Analyze Data with Microsoft Excel Course, Codecademy
- Design Databases With PostgreSQL Skill Path, Codecademy
- MySQL for Data Analytics, Analyst Builder
- Intermediate SQL, DataCamp
- Microsoft Excel for Business Analysts
- Data Science Understanding, DataCamp

#### Core Certifications

- Comptia Data+
- Programming for Everybody, University of Michigan
- Data Science Foundations Skill Path, Codecademy
- Data Analyst Associate Certificate, DataCamp
- McKinsey Forward Program
- Google Data Analytics, Google
- Data Science Orientation, Coursera

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## ACTIVITIES

- Ameen Welfare Trust - Facilitator - 2023 to Present
- Wellbeing Society Volunteer at Iqra University - 2023 to 2024

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## SKILLS

- Data Analytics
- Statistical Data Analysis
- Microsoft Excel
- Data Visualization
- Python Programming
- Structured Query Language (SQL)

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## PROJECTS

- Youth Job Opportunities Around the World Python
- Coffee Sales Dashboard - Excel
- Analyzing Students' Mental Health - SQL
- Exploring NYC Public School Test Result Scores - Python
- Investigating Netflix Movies - Python
- Exploratory Data Analytics of Global Suicide Rates
- HR Analytics- HR dashboard using Power BI
- Project Management Tracker using Microsoft Excel
- Python for Data Analysis: Pandas & NumPy
- Bike Sales Dashboard - Excel
- Plant-disease-detection - Python
- Handwritten Digital Recognition