MARIUM AFZAL

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Academic Qualifications

2019 - 2023	BSCS	Institute of Business Administration (IBA)	CGPA: 3.54
2017 - 2019	A-Level	Cordoba School for A-levels	Grade: A, B, B
2015 – 2017	O-Level	Dawood Public School	Grade: 8A, 1A*

Experience

Jaffer Brothers Pvt Limited, Jaffer Agro. Services

Data Project Trainee   October 2022 till April 2023

- Contributed to Strategy Review by validating, and identifying key weaknesses and opportunities, through data analysis.
- Automated the process of forecast collection for Sales Team.

Data Analyst Intern   July 2022-September 2022

- Fulfilling Data related Queries and Analysis for the Marketing department.
- Developed Live Power Bi Dashboard for Trading Economics and 2 Agriculture Datasets from Pakistan Bureau of Statistics.

Student's Archive - Social Intern, member of Creative Department   Aug 2020- Oct 2020

Created social media content for their Facebook and Instagram pages and organized clothing and book drive for underprivileged schools in Karachi.

IBA - Teaching Assistant, Introduction to Computing   Sep 2021-Dec 2021

Assisted the professor with instructional responsibilities, guiding my students with their educational development.

Academic Reports and Projects

- **Ver-BI (Final Year Project):** Currently collaborating with a team of four, to design and develop a web application for business intelligence that employs voice recognition technology to generate visual representations of data. Integrated Python and JavaScript using Django and React, and leveraged various libraries, such as Django REST framework, Pandas, Matplotlib, Pygal, and Google Speech Recognition API.

- **Power BI Dashboard for E-Commerce Sales Data:** Performed sales analysis for an e-commerce company, identifying key metrics and KPIs to optimize profits and revenue in high-performing localities. Transformed sales data using Power Query Editor to create a BI report and dashboard for informed decision-making.

- **Airline Passenger Satisfaction Analysis Report:** Analyzed a dataset of 26,000 records for an airline, performing data pre-processing and exploration using KNIME to classify and understand customer satisfaction.

- **Data Wrangling on Supermarket Dataset using Python:** Utilized NumPy in Jupyter Notebook to clean the dataset, replacing missing values and identifying and handling outliers. Conducted statistical and descriptive analysis on the data to gain valuable insights.

- **Careem Application Redesign:** Improved user experience of Careem app by conducting surveys and utilizing established HCI methodologies, such as Cognitive Walkthrough and Heuristic Evaluation, resulting in a more efficient and user-friendly navigation system.

Skills

Programming Languages: Python, Java, SQL, Dart (Flutter)
Software Tools: Figma, Power BI, Power Query, Power Apps, Canva
Databases: SQL (Oracle), MongoDB

Interests

Data Analysis, Business Intelligence, Data Engineering and Data Visualization, Backend development

Extracurricular Activities

Flutter Talk – Speaker Delivered a presentation on uncommon Flutter widgets to a group of Flutter experts, in a Flutter event in Karachi.

Data Integration Bootcamp – by Astera Software Learned industry-wide practices of data mining, data integration, learned how to form ETL pipelines to automate business processes.

IBA Computer Science Society – Assistant Director Creatives- Generated creative and engaging social media content for Facebook and Instagram pages.