AYISHA SHAHID CHOHAN

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Academic Qualification

Institute of Business Administration – IBA	BSAF – Accounting and Finance	2020 – Present
DHACSS Creek Campus	A-Levels – Mathematics, Physics, Chemistry	2017-2019
D.A. Public School O&A Levels	O-Levels – (4As, 3Bs)	2015-2017

Work/ Internship Experience

Data Analyst Intern, Zod Tech   Dec 2022 – Feb 2023
- Conducted market research and analysis to identify potential retailers of ready-made garments in Australia, UK, South Africa, and USA for our clients in Asia.
- Utilized data scraping techniques to collect information on over 8000 retailers and generated 500 potential leads from the data collected, resulting in the sale of PKR 1,000,000+ for our clients.
- Developed and maintained databases to track and analyze sales data, providing insights and recommendations to management.
- Collaborated with other departments, such as sales and marketing, to develop targeted marketing campaigns based on data analysis.

Social Intern, Make a Wish Foundation   May – Jul 2022
- Volunteered at a thalassemia hospital for kids, collaborating with staff to meet the children's needs
- Assisted in fulfilling the children's wishes by procuring gifts that aligned with their requests and preferences.

Finance Intern, Socran   Jun 2022
- Prepared monthly financial statements for a startup selling phone covers, resulting in a 20% increase in revenue.

Major Reports/ Research Work/Projects

- Conducted financial analysis and prepared a report on Cherat Cement Ltd, utilizing Excel to compare its progress with Pakistan's Cement Industry.
- Prepared a comprehensive financial model of IBL Healthcare Ltd using Excel, including valuation to assess future performance.
- Conducted research and analysis on managerial accounting strategies used by Café Bistrovia, providing recommendations for improvement.
- Conducted RFM analysis and developed a dashboard using Tableau to visualize and analyze shark catches and bycatches in Australia, resulting in a reduction of bycatches and increased efficiency of the Shark Control Program in Australia.
- Conducted market and credit risk analysis in a Financial Risk Management project using Excel and the Black-Scholes-Merton model to estimate the default probability of a publicly listed firm from the Pakistan Stock Exchange (Lucky Cement Limited).

Certification

- Excel Fundamentals for Data Analysis
- Python for Data Science, AI & Development
- Python and Statistics for Financial Analysis
- Foundations: Data, Data, Everywhere
- Introduction to SQL

Achievements and Extracurricular Activities

- Member of ShARE Leadership Programme of Excellence from Nov 2022 to Present
- Listed in the Dean's List based on academic performance for Fall 2020
- Performed in a play, a contemporary dance, at SzabTheatre'22 and LUMS DramaFest'22, and won the best play in IBA Fringe'22.
- Head of Event Management - 2018-2019
- Teachers' Assistant of Mathematics at D.A. Public School (O&A Levels) – 2019

Skills/Major Courses

- Data and Financial Analytics
- Python and Minitab
- RFM, Sentiment, and Regression Analysis
- Tableau, and Canva
- MS Excel, Word, Visio, Project, and PowerPoint
- Financial Modeling, Financial Reporting, Financial Management, and Business Finance
- Analytical Approach to Marketing Decision