

S SALMA

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[Linkedin](#)

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PROFESSIONAL SUMMARY

Data Analyst/AI Engineer enthusiast keen on conducting data-driven analysis, customer profiling, and funnel analysis to present actionable insights to stakeholders. Adept at leveraging statistical methods and data manipulation tools like SQL, Python, and machine learning to drive business strategy and campaign personalization. Skilled at translating complex data into clear recommendations for non-technical audiences and fostering collaboration in team settings.

EDUCATION

Dhirajlal Gandhi College of Technology

Bachelor of Technology
Artificial Intelligence and Data Science
Honours in Full-Stack development for IT

Salem,Tamlinadu
2022-Expected June 2026

PACHAMUTHU MATRICULATION HIGHER SECONDARY SCHOOL

81%

Dharmapuri,Tamlinadu
2019-2021

AUXILIUM MATRICULATION SCHOOL

78%

Dharmapuri,Tamlinadu
2018-2019

WORK EXPERIENCE

Zephyr Technologies and Solutions Pvt LTD

Data Science Intern

Bengaluru
Jan 2024-Apr 2024

- Utilized PYTHON to implement supervised and unsupervised machine learning techniques in various datasets.
- Explored advanced algorithms to improve model performance and scalability.

SkillVertex

Data science Intern

Bengaluru
Jan 2024 - March 2024

- Enhanced proficiency in data modeling and visualization tools to support data-driven decision-making.
- Automated data preprocessing workflows, improving efficiency and accuracy.

COLLEGE PROJECTS

Stock-Price-Prediction-using-LSTM

- Built an LSTM-based model to predict stock prices, leveraging time-series data for improved accuracy.
- Analyzed historical financial data and optimized model parameters to enhance predictive performance.

Traffic Sign Recognition using CNN & Keras

- Developed a CNN model using Keras to classify traffic signs with high accuracy from image datasets.
- Preprocessed and augmented image data to improve model robustness and generalization.

SecureFinance: AI for Bank Fraud Prevention

- Designed an AI-driven system to detect fraudulent transactions using anomaly detection techniques.
- Integrated real-time data processing and machine learning to reduce false positives and enhance security.

ACTIVITIES

Joint Secretary of Dept Association

- Successfully inaugurated and conducted a technical symposium
- Served as an overall student co-ordinator in symposium

ADDITIONAL

Technical Skills: SQL, Python, Machine Learning, Deep Learning, Data Cleaning, Exploratory Data Analysis, Feature engineering, Excel, Statistical methods

Soft Skills: Team Collaboration, Decision Making, Consistent, Critical Thinking, Punctual

Languages: Fluent in English, Tamil, Kannada, Hindi, Urdu, Arabic

Areas of Interest: Internet of Things

Hobbies: Listening music, Shuttle, Chess, Cricket