

# 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

### Dhirajil Gandhi College of Technology

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

Salem,Tamilnadu

2022-Expected June 2026

### PACHAMUTHU MATRICULATION HIGHER SECONDARY SCHOOL

81%

Dharmapuri,Tamilnadu

2019-2021

### AUXILIUM MATRICULATION SCHOOL

78%

Dharmapuri,Tamilnadu

2018-2019

## WORK EXPERIENCE

### Zephyr Technologies and Solutions Pvt LTD

Bengaluru

Data Science Intern

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

Bengaluru

Data science Intern

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