FARAZ AHMAD

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Analytically driven professional skilled in transforming data into actionable insights through automation, visualization, and advanced reporting. Proven track record in streamlining processes, improving data accuracy, and supporting strategic business decisions using tools like SQL, Excel, Tableau, and Python.

Mar'2025 – Present	**CEO Office Intern, CollegeDekho**
	Drove strategic projects, optimizing processes & driving business performance

- Led cross-functional collaboration with Backend , Marketing and Operations teams to analyze business performance using SQL and Advanced Excel, delivering insights that shaped strategic initiatives.
- Developed and optimized interactive Achievement vs Target leads dashboards using Tableau and Excel, enhancing executive visibility into KPI,s and accelerating data-driven decision-making.
- Streamlined manual reporting processes by automating workflows through Excel, Google App script & SQL queries , achieving a 75% reduction in effort and boosting data accuracy across business units.

May'2024 - Jul'2024	**Data Analyst Intern, KPMG**
	Turned raw data into strategic insights by cleaning data, building dashboards, and optimizing queries.

- Improved data integrity by resolving 20%+ inconsistencies through cleaning and transformation of large datasets using Excel and SQL, ensuring accurate and reliable reporting.
- Uncovered key business trends by conducting EDA and designing interactive dashboards in Tableau and Excel, enhancing strategic insights for stakeholders.
- Boosted analytics performance by optimizing complex SQL queries, reducing data retrieval time by 30% and streamlining decision-making workflows.

PROJECTS

Automated Partner Communication System | College Dekho

- Designed and implemented an automated email system using Google Apps Script and HTML templates to send personalized welcome emails and initiate first interactions with partner colleges. This automation improved the SND team's operational efficiency by 40%, reduced manual client coordination time by up to 70% , and streamlined documentation requests and college detail-sharing processes.
- Integrated dynamic, personalized email templates for consistent and professional communication with partner colleges.

Sentiment Review Analysis Application

- Developed an AI-powered sentiment analysis web app using VADER and Roberta NLP techniques to analyze product reviews in real-time.
- Utilized VADER for quick, real-time sentiment scoring and Roberta for deeper, context-aware analysis, achieving higher accuracy (85-95%).
- Applied NLP techniques such as tokenization, stop-word removal, and lemmatization to clean and prepare text data for accurate sentiment classification.
- Roberta was better at handling complex language, while VADER was faster and suited for simpler tasks.

EDUCATION

2019 - 2023	**Bachelor of Technology, Computer Science** *First class with Distinction , AKTU Rank 35k*
	IIMT College Of Engineering , Greater Noida

EXPERTISE

- **Programming Languages** : Python (Pandas, NumPy), SQL, Google App Script
- **Data Analysis & Modeling** : Exploratory Data Analysis (EDA), Data Cleaning, Data Visualization
- **Visualization & Reporting** : Tableau , Power BI , Microsoft Excel (Advanced) , Google Sheet
- **Machine Learning** : Regression, Classification, Predictive Models

ACHIEVMENTS

- Winner of WTSA **Coordinator Award (2024),** for outstanding volunteer support and data management at a major international event.
- **Best Anchor Award (2023),** recognized for excellence in anchoring at the IIMT College Annual Fest
- **Certifications** : Python Data Structures & Algorithms | IBM (Coursera), Data Analyst Bootcamp (Alex Bootcamp)