Farhana Sultana Eshita

Enthusiast Data Analyst | Programmer

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OBJECTIVE

Computer Science graduate with specialized expertise in data analysis and machine learning. Proficient in Python, SQL, Power BI, and Excel, with a strong track record of delivering actionable insights through projects like retail sales, customer behavior, and music store data analysis and many more. Skilled in developing efficient Excel and Power BI dashboards to drive data-informed decision-making in dynamic, analytical environments. My primary goal is to leverage advanced analytical techniques to solve practical challenges and enhance business outcomes.

PROFESSIONAL EXPERIENCE

Research Assistant
University of Asia Pacific

Dhaka, Bangladesh
March, 2025 - July,2025

- Developed an efficient system for PCOS disease detection using Federate Learning Framework incorporating explainable AI.

Coding Instructor
Dreamers Academy

Dhaka, Bangladesh
Jan, 2025 - May, 2025

Conducted Following Courses:

- Coding in Scratch
- Mobile App Development with MIT App Inventor
- Web Development using Python, HTML, CSS and JavaScript

TECHNICAL SKILLS

- **Statistics : Descriptive Statistics, Hypothesis Testing, Correlation**
- **Data Cleaning and Preparation: Python (Pandas, NumPy for data manipulation)**
- **MS Excel : Pivot Tables, VLOOKUP, Charts, Data Management**
- **Database Management: PostgreSQL, MySQL**
- **Power BI : Data Visualization, Dashboards, Reports**
- **GitHub : Version Control and Project Collaboration**
- **Microsoft Office : Word, PowerPoint for reporting and presentations**
- **Language:** English (Strong Proficiency in Reading, Writing, Speaking & Listening), Bangla (Native).

PROJECTS

Retail-Sales-Data-Analysis-and-Visualization-With-Python :

- Performed in-depth analysis of the Superstore dataset using Python (pandas, matplotlib), identifying key trends such as peak technology product profitability and monthly sale comparison etc for better strategic decisions.
- Produced a detailed sales performance report with hypothesis testing and actionable recommendations, including Central region focus and product optimization, showcasing expertise in data analysis and professional communication. **Github :** Retail Sales Data Analysis with python

Vrinda-Store-Customer-Behavior-Report With Excel:

- Created a Excel dashboard for Vrinda Store to analyze customer behavior, featuring visualizations of orders vs. sales, gender-based sales and the top states' sales.
- Developed interactive charts showing order status, age-gender distribution, and channel performance, enabling data-driven insights for business optimization. **Github**: Vrinda Store Customer Behavior Analysis

Music-Store-Data-Analysis-with-SQL:

- Conducted SQL-based analysis on a music store database, identifying key insights on employee hierarchy, customer spending, invoice distributions, and music preferences.
- Developed and executed complex queries to analyze top-spending customers, rock music listeners, and track lengths, showcasing expertise in data aggregation and joins. **Github**: Music-Store-Data-Analysis-with-SQL

Certificates AND AWARDS

- **Certificate of Completion**– Data Analysis in Excel Datacamp
- **Certificate of Completion** – Introduction to Python Datacamp
- **Dean's Award** – Fall, 2020, Fall 2021 (University of Asia Pacific, Dhaka)
- **Champion** – EEE Tech Fest 2023 (Project Showcase)

EDUCATION

B.Sc IN COMPUTER SCIENCE AND ENGINEERING **2020-2024**
University of Asia Pacific, Dhaka, Bangladesh
CGPA- 3.72 of 4.00

Higher Secondary School Certificate **2016-2018**
Engineering University School and College
GPA: 4.58 of 5.00

Secondary School Certificate **2014-2016**
Engineering University School and College
GPA: 5.00 of 5.00

PUBLICATIONS

- **Farhana Sultana Eshita**, Tasnim Jahin Mowla and Abu Bakar Siddique Mahi. "Explainable AI in Energy Forecasting: Understanding Natural Gas Consumption through Interpretable *Machine Learning Models."* In *Machine Learning Technologies on Energy Economics and Finance, Springer.* (Scopus, WoS indexed) **DOI**: **doi.org/10.1007/978-3-031-95099-5_8**

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