

Farha Ansari

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[Portfolio](#)

EDUCATION

- **VIT Bhopal University** (September 2022 - Present)
Bachelor of Technology in Computer Science & Engineering | CGPA: 8.26
- **The Oxford Higher Sr. Sec School, Sehore (M.P.)** (June 2021)
Higher Secondary | Percentage:91%

Skills

- **Technical Skills:** Market Research, Requirement Analysis, Root Cause Analysis, Business Case Development, Go-to-Market Strategy.
- **Tools:** Power BI, Tableau, MS Excel.
- **Soft Skills:** Leadership, Strategic Thinking, Communication, Team Collaboration, Event Management.

Projects

- **ZS Campus Beats Hackathon** (April 2025)
 - Competed in a national-level product case hackathon focused on solving real-world business and healthcare challenges.
 - Collaborated in a cross-functional team of 5, ideating and presenting a product strategy that addressed patient engagement and adherence.
 - Developed a business model & go-to-market approach, earning recognition for structured problem-solving and innovative product thinking.
- **AgriTech – Smart Farming Solution** (June 2025)
 - Conceptualized a digital farming platform with crop recommendations, disease detection, chatbot support, and real-time weather insights.
 - Led a 4-member team in feature planning, prioritization, and execution, projecting a 30% improvement in farmer productivity.
 - Balanced user accessibility & innovation, introducing local-language chatbot integration to improve inclusivity.
- **Diwali Sales Analysis – Retail Insights** (July 2025)
 - Conducted a root-cause analysis of sales trends using 10,000+ data points to identify revenue drivers.
 - Created interactive dashboards and structured reports, enabling leadership to make faster, data-backed decisions.
 - Insights contributed to a 15% increase in sales performance and reduced reporting time by 30%.

Extracurricular

- **English Literary Association, VIT Bhopal** (March 2024 – April 2025)
 - Led the planning and execution of university-wide events with 500+ participants.
 - Managed a team of 10+ volunteers, overseeing content development, logistics, and promotions.
 - Boosted event participation by 25% year-over-year through structured planning and innovative engagement strategies.
 - Recognized for effective leadership and organizational impact within the student community.

Additional Information

- Passionate about product thinking, consumer behavior, and problem-solving through innovation.
- Hobbies: Reading, creative writing, and exploring product case studies.