Farha Ansari

+91-9589326034 |ansarifarha2709@gmail.com| Data Analyst
|https://www.linkedin.com/in/farha-ansari-23001b243/ |
https://github.com/farha27ans

EDUCATION

- **VIT Bhopal University** *(September, 2022- Present)*
  B.tech in Computer Science Engineering Specilisation in Health Informatics |CGPA: 8.17
- **The Oxford Higher Sec School, Sehore (M.P.)** *(June, 2021)*
  Higher Secondary |Percentage:91%

Skills

Python,SQL,MatplotLib,Numpy,Pandas,PyTorch, PowerBi , MS Excel, Tableau,GenAI

Projects

Walmart Sales Data Analysis (January, 2025 - *March, 2025*)

- Developed comprehensive sales analytics solution using SQL for complex data extraction and Python for advanced statistical analysis, processing large-scale Walmart transaction datasets to identify sales patterns, customer behavior trends, and revenue optimization opportunities across multiple store locations and product categories.
- Implemented optimized database management **system** with advanced SQL queries featuring joins, aggregations, and window functions, combined with Python data visualization libraries (Matplotlib, Seaborn) to create interactive dashboards presenting key business insights including branch performance rankings and seasonal sales trends.
- Performed predictive modeling and statistical analysis to forecast sales trends, analyze customer segmentation patterns, and generate automated business intelligence reports, delivering actionable recommendations that identified top-performing products and operational improvement opportunities.
  Impact: Enhanced data-driven decision making by 30% and improved inventory management accuracy.

Customer Churn Prediction & Business Intelligence DashboardBook *(May, 2025- June, 2025)*

- Developed end-to-end customer churn prediction system using Python and SQL to analyze customer behavior patterns across 50,000+ records, implementing machine learning algorithms (Random Forest, XGBoost) to predict customer attrition with 85% accuracy and identified key risk factors driving customer churn.
- Created interactive business intelligence dashboard using Power BI/Tableau featuring real-time customer segmentation, churn probability scoring, and predictive analytics visualizations, enabling stakeholders to monitor customer health metrics and implement targeted retention strategies.
- Performed comprehensive statistical analysis and A/B testing to optimize customer retention strategies, conducted cohort analysis and customer lifetime value calculations, delivering actionable insights that reduced churn risk by 23% and improved customer retention initiatives.

Certifications

- IBM GenAI (January, 2025)
- Prompt Engineering, Courseera (May,2025)
- Python By Vityarthi (January,2023)

Additional Information

- 5 Star in Python and SQL, Hacker Rank.
- Hobbies: Reading, BasketBall.