Mahima Chauhan

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Education

K.R. Mangalam University | August 2023 – June 2026
Bachelor of Computer Application (BCA), AI & DS specialization
CGPA: 8.5/10

Skills

Programming Languages: Python, C++, R, SQL
Web Development: HTML, CSS, JavaScript
Data Science & AI: Data Analysis, Machine Learning, NLP, Predictive Modeling, Big Data
Tools & Technologies: Power BI, Microsoft Excel, TensorFlow, Pandas, NumPy
Soft Skills: Bilingual (English & Hindi), Logical Analysis, Team Collaboration, Task Prioritization

Work Experience

Digital Marketing Intern | June 2024 – August 2024
Wonyx, Vikaspuri, New Delhi

- Enhanced social media campaigns, boosting engagement by 30% across 5 platforms.
- Performed market research and competitor analysis, improving strategy performance by 20%.
- Produced ad campaign content, increasing brand visibility by 25% within 2 months.
- Analyzed campaign performance data, identifying 3 key trends that improved click-through rates by 15% over 6 weeks.

Projects

Sentiment Analysis on Product Reviews
- Engineered Created a web-based tool using Python and NLP libraries to classify customer reviews.
- Reduced Achieved 85% accuracy in sentiment detection across 1,000+ review samples.
- J Reduced manual review processing time by 50% for a dataset of 500 entries.

AI Fake News Detection Tool
- Developed Developed an AI-driven tool with Python and scikit-learn to identify misleading news articles.
- Integrated a real-time news API, achieving 90% accuracy on 2,000+ articles.
- Accelerated Cut verification time by 60% compared to manual methods.

Portfolio Website
- Achieved Created a responsive portfolio site using HTML, CSS, and JavaScript, hosting 5 projects and attracting 100+ monthly visitors.
- Enhanced load speed by 25%, improving user retention based on 20 feedback responses.

E-Commerce Product Page
- Built a product page for a mock e-commerce platform with HTML, CSS, and JavaScript, supporting 50+ listings.
- Boosted navigation efficiency by 30%, reducing click-through time by 2 seconds for 15 test users.

Personal Finance Tracker
- Designed a web tool using Python and TensorFlow, verifying 1,000+ articles with 75% accuracy.
- Integrated cross-referencing with 3 trusted sources, reducing false positives by 20%.

Certifications

- **IBM Certified in Data Analytics with Python**: Specialized in data visualization and statistical analysis.
- **Samatrix Foundation in Artificial Intelligence and Data Science Analytics:** Covered supervised and unsupervised learning models.