

# ASMA SHAIKH

## M. Sc. Statistics

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### OBJECTIVE

To be able to ensure the validity, completeness and usefulness of the collected data by carefully analyzing numerical patterns and behavior using my expertise in statistical concepts and principles.

### INTERNSHIP EXPERIENCE

**TIMES NETWORK (Analytics & Business insight) | RESEARCH INTERN**

**Jan'23-RUNNING**

I am working with premier Media company Times Network(BCCL) , which dealt with all offline, online, and Broadcast media, I have worked on projects on content strategy on Election result day, Budget day content planning, Website and Social Media handle monitoring using various social media tools like Google Analytics, You tube Analytics, comScore, Analyzing Movie viewership data from BARC & creating dashboard using PowerBI.

#### Key learning

- Handling large data set
- Prediction of viewership

**FORAGE | VIRTUAL INTERNSHIP**

**Jul'22 – Aug'22**

Data@ANZ Program

- Task 1 - Exploratory Data Analysis
- Task 2 - Predictive Analytics

### TECHNICAL SKILLS

<b>Analytical Tools</b>	Power BI, Tableau, Intermediate Excel, Google Analytics
<b>Programming Languages</b>	R Studio, Python, SQL, C Programming
<b>Database</b>	Microsoft SQL, Apache Hadoop
<b>Soft Skills</b>	Excellent verbal and written communication skills, presentation skills

### EDUCATION

<b>M. Sc. Statistics</b>	<b>B.Sc. Statistics</b>	<b>H.S.C</b>	<b>S.S.C.</b>
Ramniranjan Jhunjunwala College, Mumbai 2021-2023 CGPA: 9.17(3 <sup>rd</sup> Sem)	K.J. Somaiya College, Mumbai 2017-2020 CGPA: 7.51	S.K. Somaiya College, Mumbai 2016-2017 Percentage: 58.62	Anjuman I Islam Girls High School, Mumbai 2015 Percentage: 83.80

## KEY PROJECTS

- **Project Title: Web Deployment using Machine Learning on Best Places to Visit in India** **August 2022**  
( [Link](#) )
  - Software used for Data Preprocessing and Exploration: Python
  - Tool used for front end and backend development: Flask framework
  - Web Deployment App: Heroku
  
- **Project Title: Gold Price Prediction (Time Series Analysis)** **April 2022**  
( [Link](#) )
  - Gold Price Dataset was taken from Kaggle.
  - Data Preprocessing and Exploration was done.
  - Models such as ARIMA, Simple Exponential smoothing, Double Exponential Smoothing, Triple Exponential Smoothing were used and the Model with best MAPE value was used to predict next one year's Gold price.
  - Software used: Python

## CERTIFICATIONS

- R Programming Certification **2022**  
From : Coursera Institution: JOHN HOPKINS UNIVERSITY
- Google Analytics for Beginners **2023**  
From: Google Analytics Academy

## PERSONAL DETAILS

Nationality : Indian  
Marital Status : Unmarried  
Languages Known : English, Hindi, Urdu  
Hobbies : Travelling, Internet Surfing