SHAFNA HEISHAM

Data Analyst

CONTACT ME

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📍 Ash Shutayfi,
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Oman

PROFILE

Overall, 5 years of experience in the IT industry, with a strong background in Data analysis, Project design, development, and implementation and as well as automation and manual testing.

EDUCATION

BACHELOR OF TECHNOLOGY (B.TECH.) IN INFORMATION TECHNOLOGY

College of Engineering Vadakara under Cusat University

2007-2011

INDIAN INSTITUTE OF TECHNOLOGY (IIT P) Palakkad

Professional Certificate in Applied Data Science.
2022-2023

PROFESSIONAL SUMMARY

➢ Solid experience in translating business requirements into creation of Database Objects.

➢ Proficient in writing SQL Queries.

➢ Proficient in creating and maintaining a data dictionary.

➢ Proficient in performing data modelling,

➢ Source and target systems mapping

➢ Skilled in generating reports using SQL and report tools such as MicroStrategy.

➢ Created an automation script for testing purposes.

➢ Good experience in Oracle database.

➢ Have sound knowledge on Retail/Health Domain.

➢ Experience in Data Analysis with **Python Pandas, Numpy, Seaborn, Matplotlib Machine Learning algorithms Random Forest, Logistic Regression, Linear Regression, Decision Tree, Time series forecasting Exploratory Data Analysis PowerBI power query, DAX MySQL, Excel Digital Marketing, WordPress website designing, SEO, SEM, SMM, Google Analytics, Google Ads manager, TestNG and project management tools like JIRA**.

➢ Experience in framework Development and have worked in BDD, Page Objects Testing Frameworks

➢ Co ordinating with DevOps team in setting the project in pipeline and automatic trigger of automation scripts using tools like Team City, Jenkins

CAREER SUMMARY

High Life Hospital, Calicut
 Worked as a Digital Marketing specialist and WordPress website developer.
(From Aug 2021 to April 2022)

Sesame Technologies Pvt. Ltd, Calicut
 Software Developer, worked on .net framework (from Nov 2014 to March 2015)

Bodhi Info Solutions Pvt Ltd., Calicut, India
 Worked as .net Developer (from Aug 2014, till Nov 2015)

KEY PROJECT: CREDIT CARD FRAUD DETECTION-Using Machine Learning

 Various ML algorithms such as Logistic Regression, Decision Trees, Random Forest and SVM are performed and compared to determine which algorithm performs best and can be adapted by credit card merchants for identifying fraud transactions.

STEPS:

Data cleaning and EDA were performed to see patterns and trends. columns are standardized using the StandardScaler method. Outlier detection is done using the Z-score method. Random Sampling is done on the data set to make it balanced. Divided the dataset into two parts i.e., Train dataset and Test dataset. The dataset is trained using different supervised alg. Accuracy and performance metrics have been calculated to know the efficiency of different algorithms Found Decision tree is the better model with high accuracy.