

# Ayesha Tasnim

ITER, SOA University, Bhubaneswar, Odisha, 751030

+91 98613 99601 | [ayesha200315@gmail.com](mailto:ayesha200315@gmail.com) | [LinkedIn](#) | [GitHub](#)

Data Analyst skilled in Python, SQL, Excel and PowerBI. Expertise in data visualization, statistical modelling, and experiment design. Proficient in cloud-based data platforms and designing experiments to test hypotheses. Proven ability to derive actionable insights to support business growth in market research and sales for domestic and international markets.

## PROJECTS

### MediSales Performance Dashboard

[GitHub](#)

- Developed a Power BI dashboard to analyze 2023-2022 medicine sales, visualizing \$65M revenue, \$53M profit, and 245K units sold.
- Highlighted top-performing categories like Lisinopril (\$3.2M) and high-value customers such as David Johnson (\$3.6M).
- Conducted demographic and geographic analysis, revealing 87.75% profit from sellers and 20x revenue growth from 2022 to 2023.
- Delivered actionable insights for stakeholders, optimizing marketing, customer targeting, and seasonal promotions.

### WeatherWise

[GitHub](#)

- Developed a Weather Application using HTML, CSS, and JavaScript, integrating the OpenWeather API to fetch and display real-time weather data.
- Implemented location-based weather forecasts allowing users to input any city and receive detailed temperature, humidity, and weather condition updates.
- Focused on user-centric design by ensuring a responsive interface and seamless API integration for an intuitive user experience.

## KEY COMPETENCIES

- SQL, Python, Excel:** Data extraction, manipulation, and analysis.
- Data Visualization:** PowerBI for creating insightful visualizations.
- Statistical Modelling:** Applying statistical techniques and experiment design.
- Cloud Platforms:** AWS for data handling.
- Business Intelligence:** Interpreting data for actionable insights.
- Collaboration:** Cross-functional teamwork and communication skills.

## EDUCATION

**2021-25 | ITER, SOA University | B.Tech in Computer Science and Engineering**

**2019-21 | Shaheen Institute | CBSE | Senior Secondary Education**

**2010-19 | Kendriya Vidyalaya No.1 | CBSE | Secondary Education**

## CERTIFICATIONS

### HackerRank

Certified in Java (Basics)

### Persistent System

Selected in AWS Trainee program

### Oracle

Cloud Infrastructure 2024 Certified Foundations Associate