

# NAYSAH SHEIKH

Data Analyst | Front-End Developer

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## SUMMARY

Highly adaptable and motivated Data Analyst with a love for reading novels and travelling around the world, as well as, a strong background in programming, data analytics and front-end development. Experienced in over 14 programming and markup languages, as well as operations, leadership and marketing. Led and organized successful hackathons, demonstrating strong management and communication skills as well. Eager to expand knowledge in Data Analytics and Data Science, collaborate with teams to help them make informed decisions, and looking forward to taking on challenging projects integrating machine learning with data analytics to create predictive models.

## EDUCATION

### B. Tech. in Computer Science and Engineering at Vellore Institute of Technology, Chennai Campus

Sep 2022 – Jul 2026  
CGPA – 9.06

### CBSE Class XII Examination at The Mother's International School, Delhi

Mar 2022  
Percentage – 96%

## EXPERIENCE

### Technical Team Member at Corplaw Startup Project

Dec 2023 – Present

- Conducted research on the latest trends and products in the design industry, resulting in a cutting-edge design for the project
- Established brand guidelines that provided a consistent look and feel across all products and marketing materials
- Conceptualized a secure and user-friendly website prototype with an intuitive UI/UX design
- Utilized HTML5, CSS3, and JavaScript to create a dynamic, interactive a responsive website optimized for both desktop and mobile devices

### Head of Operations & Ex-Technical Team Member at Android Club VITC

June 2023 – Present

- Spearheaded team of dedicated individuals to ensure seamless coordination and successful implementation of club activities.
- Developed and executed operational strategies that enhanced the efficiency of club events and activities by approximately 40%.
- Coordinated with different teams to manage resources and logistics for events and workshops.
- Generated and presented content that resonated with target audiences, resulting in a 11% increase in engagement.

### Head of Design at Wakhra Punjab Club VITC

Mar 2023 – Mar 2024

- Organized and directed event as Student Coordinator at our college's technical fest – TechnoVIT'23
- Designed several products in line with the organization branding and values
- Created marketable products that increased market reach by almost 500%
- Mentored junior members in graphic designing and development tools to increase efficiency by about 25%

## SKILLS

SQL	Web Scraping	Data Visualization	Java
Python	Data Validation	Dashboards	C/C++
Regression Models	Data Cleaning/Wrangling	Probability & Statistics	Commercial Thinking
Machine Learning	Data Analysis & EDA	Statistics	Presentation Skills
Tableau	Data Analytics	Hypothesis Testing	Interpersonal Skills
Database Management	Data Mining	Problem Solving	Management & Leadership
Feature Engineering	Statistical Testing	HTML, CSS, JavaScript	React.js, Node.js

## CERTIFICATIONS

- IBM Data Analyst Professional Certificate
- SQL (Advanced) Certificate by Hackerrank
- Introduction to MS Excel Completion Certificate by Simplilearn

## PROJECTS & WORK

### Quantum Data Analytics Job Simulation on Forage

Jun 2024

- Completed a job simulation focused on Data Analytics and Commercial Insights for the data science team.
- Developed expertise in data preparation and customer analytics, utilizing transaction datasets to extract valuable insights and deliver data-driven commercial recommendations.
- Extended analytical capabilities to identify benchmark stores for conducting uplift testing on trial store layouts, enabling evidence-based decision-making.
- Leveraged acquired data analytics and insights from previous tasks to create comprehensive reports for the Category Manager, facilitating informed strategic decisions and enhancing commercial applications.

<div><div>House Price Prediction Model (in-Progress)</div><div>Jun 2024</div><div><ul style="list-style-type: none"><li>• Data wrangling, cleaning, analysis and visualization to gain a better understanding of the dataset.</li><li>• Performed feature engineering to come up with the best attributes that would make the prediction model as accurate as possible.</li><li>• Leverage Python libraries like pandas, numpy, matplotlib, scikit-learn, etc. to perform these tasks and develop a linear regression model.</li><li>• Normalization, Polynomial Regression, Pipelining, Ridge Regression, and Cross-verification using R-squared Value.</li></ul></div></div>
<div><div>Fog and Edge Computing-based Smart Plant Monitoring System</div><div>Jun 2024</div><div><ul style="list-style-type: none"><li>• Used Arduino UNO board to connect various plant sensors such Soil Moisture, LDR Photoresistor, etc. to monitor plant growth (Edge-Device).</li><li>• Serially, the data is sent to a Fog-Layer Laptop which stores the values in a CSV file and uploads it to the Drive for analysis.</li><li>• Google Colab Notebook used to access the CSV data using Pandas, and data is analyzed to make informed decisions regarding best practices for maintaining plant health.</li><li>• Machine Learning models may be further applied for predictive modelling and helping to take precautionary steps against forecasted unfavourable conditions.</li></ul></div></div>
<div><div>Global Layoffs Analysis (2020-2024) - A Data-Driven Insight</div><div></div><div><ul style="list-style-type: none"><li>• Cleaned and validated the dataset on worldwide layoffs from 2020 – 2024 using SQL.</li><li>• Performed an Exploratory Data Analysis on the dataset to uncover key insights into the job market.</li><li>• Designed a comprehensive dashboard that offers dynamic visualization using Tableau software, that allowed users can gain a deeper understanding of the global layoffs landscape, identify trends, and uncover insights that can inform business strategies, policy decisions, and economic forecasts.</li></ul></div></div>
<div><div>Sales Performance Insights: A Yearly and Overall KPI Dashboard</div><div></div><div><ul style="list-style-type: none"><li>• Applied extensive knowledge of SQL queries to wrangle the dataset based on a retail company's sales performance.</li><li>• Extensively analyzed the dataset in order to determine the key performance indicators (KPIs) that drove the success and profits of the company.</li><li>• Created a Tableau dashboard, that visualized and dynamically provided Year-over-Year Comparison for Total Sales, Orders and Net Profit, and Annual as well as Overall Metrics for Gross-vs-Net Sales, Total Orders, Returns and Discounts.</li><li>• Provided a comprehensive view of sales performance, helping identify areas for improvement, enabling users to track sales trends and patterns, making it easier to respond to changes in the market.</li></ul></div></div>