Naysah Sheikh

Data Analyst

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Education

Vellore Institute of Technology, Chennai **2022 - 2026**
B.Tech in Computer Science & Engineering *9.06/10 CGPA*

The Mother's International School, Delhi **2021 - 2022**
CBSE Class XII Examinations *96% Marks*

Experience

Head of Operations & Former Technical Member **June 2024 – Present**
Android Club *VITC*

- – Collaborated with the team for the development of a React Native Application for our flagship event, that streamlined event management processes and increased participant interaction, resulting in an 80% reduction in management load.
- – Conceptualized and spearheaded high-impact events, including hackathons, to foster a culture of innovation and collaboration among students, resulting in a whopping 104% increase in student engagement and participation.

Design Head **March 2023 – March 2024**
Wakhra Punjab Club *VITC*

- – Served as Student Coordinator for TechnoVIT'23, our college's premier technical festival, overseeing event strategy, logistics, and execution to deliver a seamless experience for the 100+ attendees.
- – Mentored junior team members in graphic design tools, resulting in a 25% increase in team efficiency, demonstrating leadership qualities.
- – Researched and developed a suite of products aligned with the organization's brand identity and values, that increased market reach by 500%. –

Skills

Analytical Tools: Python, SQL, Excel, Tableau, IBM db2, IBM Cognos Analytics

Data Analytics: Web Scraping (APIs, BeautifulSoup), Data Wrangling/Cleaning, Data Manipulation, Data Analysis, EDA, Data Mining, Data Visualization, Feature Engineering, Predictive Modelling, Machine Learning, Mathematics, Probability & Statistics, Hypothesis Testing, Logical Reasoning

Programming: Data Structures and Algorithms, Java, C, C++, Problem Solving

Front-End: React, TailwindCSS, HTML, CSS, JavaScript

Soft Skills: Leadership, Communication Skills, Team Work, Fast Learner, Time Management

Certifications

IBM Data Analyst Professional Certificate **June 2024**
Coursera

Advanced SQL Proficiency Certification **May 2024**
Hackerrank

Projects (Click to see more)

BCG Data Science Job Simulation: Customer Churn Analysis and Prediction Model **Source Code**

- Engineered a customer churn prediction model with **90% accuracy** using **Python and machine learning libraries**; enabled strategic business interventions that **decreased churn rate by 70% and increased customer retention by 30%**.
- Delivered actionable insights to the Associate Director through a concise executive summary, demonstrating ability to extract value from **complex data with 14500+ rows** and communicate findings effectively.

Quantium Data Analytics Virtual Internship: Retail Sales Analysis and Uplift Testing **Source Code**

- Performed data preparation and customer analytics on **260000+ transaction records**, to extract valuable insights and deliver data-driven recommendations, informing strategic business decisions **using Python**.
- Identified benchmark stores for uplift testing that indicated **increased sales by at least 40%** in one of the 3 trial stores, enabling evidence-based decision-making.
- Created comprehensive reports with **matplotlib, Seaborn and Plotly** graphs, and leveraged data analytics and insights to drive informed **strategic business decisions** and enhance commercial applications.

Sales Performance Analytics: Yearly and Overall KPI Dashboard **Source Code**

- Cleaned and manipulated **3 years of online sales records** using **advanced SQL queries**, enabling in-depth analysis of a retail company's sales and financial performance.
- Identified key performance indicators (KPIs) that drove a **24% increase in profits.**
- Designed an interactive **Tableau Dashboard** that provided real-time Year-Over-Year Comparisons and Annual/Overall Metrics, enabling users to track sales trends, and respond to market changes.