

Zoha Ehsan

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SUMMARY

Final-year BS Hons. Statistics student with strong analytical, problem-solving, and communication skills. Experienced in transforming raw data into actionable insights using Excel, SPSS, Power BI, Python, R, and SQL. Passionate about using data driven strategies to optimize growth, user engagement, and decision-making.

SKILLS

Technical Skills: Excel, Power BI, SPSS, EViews, Python, SQL, Minitab, R

Soft Skills: Team Collaboration, Presentation, Critical Thinking, Adaptability

Languages: English, Urdu

EDUCATION

BS Hons Statistics

Government College University, Lahore (2022–2026)

EXPERIENCE

Marketing & Data Analytics Intern – SheDrives (Startup) | 07/2025 – 08/2025

- Supported driver acquisition and marketing efforts by building partnerships with female driving schools and managing recruitment activities.

- Analyzed ride and driver data and built Power BI dashboards to track KPIs and identify growth opportunities.

Data Analyst Intern – Elevvo Pathways | Aug 2025

- Conducted exploratory data analysis to identify market trends and behavioral patterns.

- Prepared insight driven performance reports to support business strategy and decision-making.

Data Visualization Intern – Excelerate (Saint Louis University) | 08/2025 – 09/2025

- Designed and developed interactive dashboards and visualizations to analyze business and survey data for actionable insights.

- Cleaned, transformed, and structured datasets to enable accurate analysis and support data driven decision-making.

PROJECTS

Obesity and the Internet – Survey-Based Analysis

- Conducted a structured survey to study the impact of online food content on youth behavior.

- Performed cross-tabulations, and visual summaries to interpret lifestyle factors.

Jamaica Census Demographic Study

- Analyzed population structure, fertility rates, and dependency ratios using demographic techniques.

- Presented findings using statistical models, population pyramids, and data visualizations.

CERTIFICATIONS

- Google Advanced Data Analytics – Google

- Introductory Data Management & Analysis using SPSS – GCU Lahore

- Deloitte Data Analytics Job Simulation – Forage

- Tata Group: GenAI-Powered Data Analytics Job Simulation – Forage