



Farsana Farvi T K

Data Analyst

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AVAILABLE FOR IN-PERSON INTERVIEW

SEEKING OPPURTUNITES IN DATA SCIENCE / ANALYST/ PROJECT MANAGEMENT

Highly motivated and detail-oriented data analyst with a strong educational background in programming and data analysis. Proficient in various programming languages, statistics and data exploration. I drive success by delivering tailored solutions and seamlessly translating customer needs into actionable strategies through meticulous requirement gathering, design, and implementation. I am motivated to join a group of seasoned and experienced analyst professionals in the industry.

Experience

Data Analyst Intern at Tata Conculancy Services

Jan 2023

- Analysed and interpreted large datasets from diverse sources, contributing to a 20% increase in revenue through the identification of key market trends and opportunities, by creating visual inferences and dashboards in Tableau and Power BI.
- Utilized statistical methods to extract meaningful insights from a dataset of 100k records and analysis, which increased efficiency by 20% and facilitated quicker decision-making..
- Developed and implemented complex algorithms to rank smartphone features based on customer preferences, resulting in a 20% increase in customer satisfaction.
- Collaborated with cross-functional teams to gather additional data sources, improving the accuracy and completeness of analyses by 10% and enhancing the overall quality of business intelligence.

Software Engineer at Mozilor Technologies

Dec 2021

- Developed and implemented a cutting-edge plugin in Wordpress platform, enhancing promotion capabilities for e-commerce websites and driving increased sales by generating coupons.
- Achieved over 20k active customers by optimizing their online purchases through the utilization of this plugin built using core PHP, resulting in a significant boost in customer satisfaction and loyalty.
- Implemented daily debugging support and customized the plugin according to individual user requirements, ensuring seamless functionality for all active users

Trainee at Code Rhythm

- Implemented and led on existing e-commerce projects of the company

Education

- Specialisation in Data Science and Analytics (ICTAK - KKEM) 2023
- Google Data Analytics Specialisation 2022
- Google IT Automation with Python Professionals 2021
- Certified Ethical Hacker (EC Council) 2021

Academic Qualification

Sichuan University, Chengdu

2016 - 2020

- Bachelor of Softwarer Engineering
- Major in Computer Science

Medical Collge Campus, Calicut

2014 - 2016

- Higher Secondary Education
- Major in Science

- Secondary Education

Technical Experience

- Jul 2020 Suncaper Ltd, China - Trainee Engineer
- Jan 2019 Sofia Technolgies, Kochi - Intern

Projects

Regression model case study

- Analyzed and cleaned dataset of second-hand Hyundai grand i10 car prices to identify the best linear relationship between year of making and price, resulting in a correlation coefficient of 0.75
- Utilized multiple regression models including linear regression, polynomial regression, and ridge regression to determine the most accurate prediction for the price of a 2022 model second-hand grand i10, achieving an R-squared value of 0.82 for the chosen model.
- Conducted a comparative analysis on various regression methods such as linear, decision tree, and random forest to assess their performance in predicting car prices, determining that random forest had the highest accuracy with an average error rate of only 9%.

Data analysis on natural disasters dataset by EMCAT

- Conducted a comprehensive analysis of the top 20 countries with the highest number of disasters over the past 30 years (1990-2020), extracting data from the EMDAT dataset to identify key trends and patterns.
- Utilized advanced data mining techniques to identify and select the most crucial features that significantly contribute to both the occurrence and impact of disasters, resulting in a more accurate predictive model.
- Evaluated various machine learning models and performed rigorous testing to determine the best-performing model for training and evaluation, achieving an impressive accuracy rate of 95%.

Skills and Technologies

- Data Visualization
- Analytical and Research Skills
- Modeling
- Problem Solving
- Software Development Life Cycle
- Statistics
- Microsoft PowerPoint
- Project Management
- Networking Protocols

- Python
- PHP
- HTML
- CSS
- SQL
- Microsoft Excel
- Tableau
- Power BI
- Git
- Jira

Languages

- English
- Hindi
- Tamil
- Malayalam

I hereby declare that all the information furnished are true to the best of my knowledge

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