

Farha Kousar

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Professional Summary

- Executed data-driven projects involving data cleaning, exploration, and visualization using Python, SQL, Excel, Tableau, and Power BI—automated reporting tasks, leading to a 30% time reduction in manual processes
- Applied statistical techniques and created dashboards that translated business problems into actionable insights supporting faster decision-making and enhancing team productivity by 25%
- Recognized for strong adaptability, critical thinking, and collaborative mindset—effectively worked in cross-functional teams to solve problems and deliver optimized, scalable data solutions aligned with business goals

Technical Skills

Programming Languages: Python, Java, C, C++, HTML, CSS

Libraries: Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, NLTK

Data Visualization Tools: Power BI, Tableau, Google Data Studio (Looker Studio), Excel

Databases: SQL, MongoDB

Soft Skills: Communication, Collaboration, Problem Solving, Critical Thinking, Data Storytelling

Experience

AI/Machine Learning Intern

Sep 2024 – May 2025

Rooman Technologies (WIINNR Internship), Bengaluru

- Build a predictive churn model using Python and IBM Cloud, increasing prediction accuracy to 85%
- Leveraged data preprocessing, feature selection, and evaluation techniques with Scikit-learn and IBM Watson AI, reducing false positives by 10%

Python Developer Intern

Feb 2025 – May 2025

HIFI Delivery, Bengaluru

- Optimized backend workflows for the HIFI Delivery management system using Flask and SQLAlchemy, enhancing user experience for customers and delivery agents by 70%
- Integrated user authentication, order management, and email notifications, resulting in a 40% increase in order tracking efficiency and improved customer engagement

Projects

Smart Discount Analyzer

Python, SQL, Looker

- Processed 50,000+ reviews to identify discount-eligible feedback, improving targeted promotions by 52.2%
- Developed a Looker dashboard to visualize sentiment trends, reducing analysis time by 80%

Zepto Retail Sales Intelligence

Python, Google Sheets, Looker

- Analyzed pricing on 300+ products, identifying a 6.71% price increase affecting conversion rates
- Evaluated influencer campaigns, achieving a 3.4x revenue boost through data visualization

HR Analytics: Attrition Forecasting

Python, SQL, Power BI, Tableau

- Constructed an attrition prediction model using logistic regression on 4,000+ records, achieving 91% accuracy
- Designed dashboards in Power BI, Tableau to track KPIs, filtering in Excel to uncover trends in workforce age

Education

KNS Institute of Technology

Nov 2021 – May 2025

B.E in Artificial Intelligence and Machine Learning

CGPA: 8.08 / 10