

FAIZA TASNEEM

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PROFESSIONAL EXPERIENCE

Turkish Aerospace Industries, Islamabad - Computational Scientist [Internship]

- Solely designed custom **Python scripting** based tool for **automating loads analysis** via utilising python API intergation.
- The development of the tool contributed to significant **cost and computational resource savings** for the company by transitioning from a proprietary software to an open-source solution.
- Leveraged libraries such as pandas, matplotlib, seaborn and other modules in Python to create **automation tools** to efficiently handle and **manipulate large volumes of data**.
- Engaged in continuous learning and proven record of collaborating across teams, translating business needs into data solutions that added strategic value.

PROJECTS

Data Analysis in SQL

- Utilised Python scripting to efficiently upload the dataset into **PostgreSQL database** tables, ensuring seamless **data integration**.
- Conducted thorough **analysis through the execution of multiple SQL queries**, addressing various facets of the dataset.
- Tackled a range of SQL challenges, spanning from basic to intermediate levels, aimed at honing SQL skills and problem-solving abilities.

Customer Analytics Dashboard

- Created a descriptive customer analysis **dashboard using Tableau**.
- The interactive dashboard presented brief summary of various metrics i.e region-wise revenue, revenue per state, age and gender wise sales, region-wise revenue share and quality-discount correlation.

Segmentation through K-Means Clustering

- Performed **K-Means Clustering** to segregate customers in the form of optimal clusters.
- The scatter plot showed the relationship between group of people having certain range of Annual Income and their Spending Score.

Predictive Modeling for Digital Advertising Optimization

- Developed a machine learning model using random forest algorithm to predict user engagement with online advertisements, achieving an **accuracy of 87.99%** on the test dataset.
- Conducted **exploratory data analysis (EDA)** and extensive feature engineering, including target encoding of categorical variables, interaction feature creation, and standardisation of numeric features to improve model performance.
- **Created visualisations in python** to present the model performance in the form of brief report.

EDUCATION

Data warehousing & Business Intelligence Bootcamp - Ongoing [March, 24 - April, 24]

Skills Covered: SQL, MySQL, Data Modelling, Tableau, Power BI, Teradata

National University of Sciences and Technology, Islamabad, Pakistan

MS Computational Science and Engineering [CGPA: 3.8]

University of the Punjab, Lahore Pakistan

BS Applied Mathematics [CGPA: 3.8]

CERTIFICATES

- Data Science Course
- Data Analysis with Python
- Writing Powerfull Business Reports
- Understanding the data distribution

RELEVENT PROFICIENCIES

- **Programming Languages:** Python, SQL
- **Programming Frameworks:** Pandas, Numpy, Matplotlib, Seaborn, Scikit-learn
- **Technical Skills:** Data Analysis and Interpretation, Statistical + Predictive Analysis, Machine Learning Algorithms development
- **Computer Tools:** PostgreSQL, Tableau, Jupyter Notebook, GitHub, MS Office Suite, Database knowledge
- **Professional Skills:** Analytical Thinking, Detail-Oriented, Good Communication, Domain Knowledge, Time Management, Report Writing, Teamwork, Adaptabilit, Multidisciplinary thinking, Continuous improvement