

# Farha Kousar

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## Summary

Data Analyst & AI/ML Engineer skilled in **Python (Pandas, NumPy, Scikit-learn)**, SQL, Power BI, Tableau, AWS, and Google Cloud. Proven track record delivering **30% process automation**, **85% predictive model accuracy**, and **80% faster analytics reporting** through scalable data pipelines, cloud deployments, and interactive dashboards.

## Education

**KNS Institute of Technology**

*B.E in Artificial Intelligence and Machine Learning*

*Nov 2021 - May 2025*

CGPA: 8.06 / 10

## Key Skills

<b>Programming:</b>	Python, SQL, Java, HTML, CSS, JavaScript, C++
<b>ML &amp; AI:</b>	Pandas, NumPy, Scikit-learn, TensorFlow, Keras, NLTK, OpenCV, EDA, Prompt Engineering
<b>Data Visualization:</b>	Power BI, Tableau, Alteryx, Looker Studio, Google Data Studio, Excel
<b>Cloud &amp; Big Data:</b>	AWS, Google Cloud (BigQuery, Data Studio), API Development, ETL Pipelines
<b>Databases:</b>	MySQL, MongoDB
<b>Tools:</b>	Git, GitHub Actions, Kaggle, Jupyter Notebook, Streamlit, Flask, IBM Watson AI
<b>Soft Skills:</b>	Data Storytelling, Analytical Thinking, Collaboration, Problem Solving, Adaptability, Leadership

## Experience

**AI/Machine Learning Intern**

Sep 2024 – May 2025

Rooman Technologies (WIINNR Internship), Bengaluru

- Developed a predictive churn model using **Python** on **IBM Cloud**, achieving **85% accuracy** and lowering churn risk.
- Applied advanced feature engineering and evaluation techniques, cutting false positives by **10%**.
- Deployed real-time ML pipeline to cloud infrastructure for automated customer retention alerts.

**Python Developer Intern**

Feb 2025 – May 2025

HIFI Delivery, Bengaluru

- Streamlined backend workflows using **Flask & SQLAlchemy**, enhancing operational efficiency by **70%**.
- Integrated authentication systems, order management APIs, and automated email workflows, increasing customer engagement by **40%**.
- Implemented MySQL indexing strategies, reducing query latency by **50%**.

## Projects

**Smart Discount Analyzer**

*Python, SQL, Looker*

- Processed **50k+ reviews** to identify discount-eligible feedback, improving targeted promotions by **52.2%**.
- Designed an interactive sentiment dashboard, cutting manual review effort by **80%**.

**Zepto Retail Sales Intelligence**

*Python, Google Sheets, Looker*

- Analyzed **300+ SKUs**, detecting a **6.71% price hike** impact on conversion rates.
- Delivered **3.4x ROI** improvement through data-driven campaign optimization.

**HR Analytics: Attrition Forecasting**

*Python, SQL, Power BI, Tableau*

- Achieved **91% prediction accuracy** using logistic regression for attrition forecasting.
- Automated KPI dashboards, reducing reporting time by **80%**.

## Certifications

- Alteryx Designer Core Certification - Alteryx
- Oracle Certified Foundations Associate – Oracle
- Python for Data Science – NPTEL

## Extra Curricular

- Ambassador Roles** – Microsoft Learn Student Ambassador, Elite at IIT Bombay E-Cell, Gold Student Ambassador at LetsUpgrade and Coding Ninjas, NGWL'25 at McKinney.
- Achievements & Contributions** – Hacktoberfest, GirlScript Foundation, GSSoC, SSoC, Timechain Lab; Google Arcade Facilitator (2x), NPTEL Star Awardee.