

AYESHA KHAN

Data Analyst | Data Science | Python | SQL | Power BI | Machine Learning

(+92) 300-2510267 ayeshawork51@gmail.com [LinkedIn](#) [GitHub](#) [Portfolio](#)

PROFESSIONAL SUMMARY

Results-driven Data Analyst with hands-on experience in Python, SQL, and Power BI, delivering end-to-end analytics solutions from raw data to executive-ready dashboards. Proven ability to apply machine learning and statistical techniques to uncover actionable business insights. Comfortable working independently in remote environments with cross-functional teams.

EXPERIENCE

Data Science Intern | Arch Technologies (Remote)

Mar 2026 – Present

- Build automated Python data pipelines to collect, clean, and transform 10K+ record multi-source datasets, reducing manual processing time by **30%**.
- Conduct exploratory data analysis and develop interactive Power BI dashboards; present actionable findings to cross-functional stakeholders.
- Maintain reproducible data workflows via GitHub; collaborate asynchronously across a fully distributed team using Slack.

Python Programmer Intern | Rhombix Technologies

Mar 2025 – May 2025

- Engineered Python automation scripts for multi-step data processing pipelines, cutting manual data handling time by **40%** and improving dataset reliability.
- Refactored codebase with modular design principles, improving maintainability and accelerating turnaround on recurring analytical tasks.

EDUCATION

B.S. Software Engineering | Ziauddin University, Karachi

Jan 2024 – Present Relevant Coursework: Data Structures,

Database Systems, Machine Learning, Statistics

DATA ANALYTICS PROJECTS

Retail Customer Sales Dashboard — End-to-End Analytics *Python, PostgreSQL, Power BI, Pandas*

- Analyzed **3,500+ customer transactions** for a retail business; cleaned raw data in Python/Pandas and authored **8+ PostgreSQL business queries** to surface revenue-driving segments.
- Identified mid-aged males (36–55) as top spenders (under-targeted), 3,116 loyal customers outside the subscription program, and accessories as the highest-rated, highest-revenue category — each translated into a concrete strategy recommendation.
- Built an interactive **Power BI dashboard** with 5+ visuals and cross-filter slicers; delivered a client-ready business report with prioritized actions (loyalty monetization, discount guardrails, AOV-boosting bundles).

Customer Segmentation Using K-Means Clustering *Python, Scikit-learn, Pandas, Matplotlib*

- Engineered and applied K-Means clustering on a **5K+ customer behavioral dataset**; developed a segment ranking methodology producing high-value vs. at-risk customer personas.
- Delivered stakeholder-ready visualizations and written recommendations directly applicable to targeting, retention, and upsell strategies.

Quantum Retail Data Analytics *Python, Pandas, Matplotlib, Statistical Analysis*

- Executed a complete analytics workflow on retail transaction data: data ingestion, cleaning, customer segmentation, and controlled **uplift testing (trial vs. control stores)**.
- Quantified a **7–10% sales lift** in trial stores; delivered structured research report with visualizations and evidence-based recommendations.

TECHNICAL SKILLS

Languages & Libraries: Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn), SQL (PostgreSQL, MySQL, SQLite)

Data & Analytics: ETL Pipelines, Data Cleaning, Statistical Analysis, Customer Segmentation, A/B Testing

Visualization & BI: Power BI (DAX, Data Modeling, Drill-through), Excel, Jupyter Notebooks

ML & AI: K-Means Clustering, Regression, Scikit-learn, Claude AI

Tools: GitHub, Slack, Zoom, VS Code