

Shahila S

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WORK EXPERIENCE

Data Analyst Intern | Webandcrafts| [LINK](#)

April 2026 – July 2026

Contributing to client projects involving on marketing analytics, business intelligence, and data automation. Built and maintained ETL data pipelines to transform raw data into structured datasets, automated data collection through APIs using Python and Google Apps Script and streamlined reporting workflows. Developed interactive dashboards and KPI reports using Power BI, Tableau, Looker Studio (Google Data Studio), and Excel to monitor campaign performance, ROAS, conversions, and other key business metrics. Performed data cleaning, transformation, validation, and analysis to generate actionable insights for marketing and e-commerce projects. Collaborated with cross-functional teams to support data-driven decision-making and improve reporting efficiency through automation. Recognized for exceptional performance, professionalism, dedication, and significant contributions throughout the internship.

EDUCATION

St. Thomas College, Thrissur
Bachelor of Vocation in Data Science

June 2024 - March 2027

SKILLS SUMMARY

- **Analytical Tools:** Power BI, Advanced Excel, Tableau, SPSS
- **Programming Language:** SQL (Structured Query Language), Python, Machine Learning, HTML, CSS, JavaScript, Java,
- **Database:** MySQL, PostgreSQL, MongoDB
- **Frameworks:** Django, Flutter, Pandas, NumPy, matplotlib
- **Technology:** AI, ML, NLP, R
- **Library:** Data Structure
- **Soft Skills:** Report Building, People Management, Excellent communication

PROJECTS

Bank-Data-Analysis | [LINK](#)

Aug-Sep 2025

- Performed comprehensive Exploratory Data Analysis on the Bank Marketing dataset to extract actionable business insights.
- Cleaned, pre-processed, and validated data to ensure analytical accuracy and consistency.
- Analyzed customer demographics and contact patterns influencing term deposit subscriptions.
- Visualized feature distributions and highlighted the significant class imbalance in customer responses.
- Built clear and intuitive visualizations to communicate trends and patterns effectively.

Colorectal Cancer Risk Analysis Dashboard| [LINK](#)

Nov-Dec 2025

- Built an interactive Tableau dashboard to analyze colorectal cancer prevalence using patient demographics, lifestyle, and screening data.
- Developed interactive visualizations with filters, tooltips, and reference lines to compare risk patterns across different patient groups and improve dashboard usability.
- Performed EDA, data cleaning, and validation to ensure accurate insights and reporting.
- Identified high-risk groups based on age, family history, previous conditions, and screening outcomes (FOBT, Colonoscopy).

Jobmate| [LINK](#)

Feb-Mar 2026

- In today's digital era, job searching and task management have become essential yet challenging due to fragmented platforms and inefficient communication.
- JobMate is a web-based job portal developed using Django and PostgreSQL
- It connects job seekers and employers through a centralized platform
- The system provides job search, application tracking, and hiring management
- It improves efficiency and reduces manual recruitment effort

- In today's digital era, smartphones have become the primary medium for job searching and recruitment.
- JobMate Mobile Application is developed using Flutter, Django REST Framework, and PostgreSQL.
- The application provides a centralized platform for Job Seekers, Employers, and Administrators.
- Job seekers can register, create profiles, upload resumes, search jobs, apply instantly, and track application status.
- Employers can post job openings, manage applicants, shortlist candidates, and monitor hiring activities.
- The application features secure login, role-based access, real-time notifications, advanced job search, profile management, and application tracking.

CERTIFICATES

Data Visualization with Python| [CERTIFICATE](#)

Oct 2024

- Developed practical skills in creating insightful charts and dashboards using libraries like Matplotlib, Seaborn, and Folium. Learned to analyze, visualize, and communicate data trends effectively for data-driven decision making.

NoSQL and DBaaS 101 | [CERTIFICATE](#)

March 2025

- Gained fundamental knowledge of NoSQL database types, concepts, and use cases. Learned how cloud-based Database-as-a-Service platforms work, including provisioning, scaling, and managing data without traditional schema constraints. Developed hands-on experience with modern, scalable data storage solutions.

Aws certificate | [CERTIFICATE](#)

April 2025

- Gained hands-on experience in AWS cloud architecture concepts, including core AWS services (EC2, S3, IAM, VPC), cloud deployment models, and designing secure and scalable cloud solutions. Learned best practices for resource management, monitoring, and cost optimization in cloud environments.