Aisha Khan

Data Analyst

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PROFESSIONAL SUMMARY

Data analyst with 3 years in e-commerce. I build the dashboards and experiments that product and marketing teams use to decide what to ship. Comfortable from raw SQL to a five-minute summary for leadership.

WORK EXPERIENCE

Data Analyst Jul 2022 to Present
Basketly, Gurugram

- Built the weekly business review dashboard in Looker, used by 40 managers.
- Ran 25 A/B tests on checkout; the winning changes added 6% to conversion.
- Cut monthly reporting from 3 days to 4 hours with dbt models and scheduled checks.
- Built the customer churn model that marketing now uses to target win-back offers.

Analytics Intern Jan 2022 to Jun 2022
Fintrail, New Delhi

- Cleaned and joined 3 years of loan data and found the 4 factors behind most late payments.

EDUCATION

B.Sc, Statistics 2022
Lady Shri Ram College for Women, University of Delhi CGPA 8.7

PROJECTS

Delhi air quality tracker Python, Streamlit
Public dashboard of hourly AQI for 40 stations, 8,000 visits in its first month.
github.com/aishakhan/aqi

SKILLS

SQL · Python · pandas · Looker · dbt · A/B testing · Excel · Statistics

CERTIFICATIONS

- Google Data Analytics Certificate, Google, 2023

LANGUAGES

English, Hindi, Urdu

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