AMIRAH BEGUM

BIRMINGHAM, UK | AMIRAHBEGUM652@GMAIL.COM | LINKEDIN | GITHUB | PORTFOLIO

PROFESSIONAL SUMMARY

Data analyst with experience across customer and workforce data, using SQL, Python and Power BI to analyse complex datasets, uncover trends and support business decisions. Combines a strong foundation in computer science and AI with practical experience translating complex analysis into actionable insights and solutions to business problems.

TECHNICAL SKILLS

Data Analysis & BI: Excel, Power BI (DAX, data modelling, KPI reporting)

Programming & Querying: SQL (joins, subqueries, window functions), Python (pandas, NumPy, Matplotlib, seaborn, scikit-learn)

Data Techniques: Exploratory data analysis, data cleaning & validation, predictive modelling, data visualisation, customer segmentation, KPI tracking

Tools & Platforms: Git, VS Code, Jupyter Notebook, MySQL

PROFESSIONAL EXPERIENCE

People Analytics Extern | EXTERN | SEP 2026 – NOV 2026

- Analysed **142 employee reviews** using Python, sentiment analysis and thematic coding to identify workforce friction, attrition risks and productivity blockers across Amazon Fulfilment Centres.
- Segmented feedback by role and employment status, pinpointing **Regular Frontline Associates (95 records)** and **scheduling, overtime and breaks (42 mentions)** as the highest-priority area.
- Recommended a **two-week feedback-to-action pilot** in a 5-slide strategy deck, with defined owners and success measures, to surface and address fatigue and scheduling concerns faster.

Data Analyst Programme Intern | SAGE LEARNING | JAN 2026 – OCT 2026

- Completed **3+ analytics projects** on real-world customer and healthcare datasets, cleaning, structuring and analysing raw data in Excel (advanced formulas, PivotTables, Power Query).
- Queried and transformed data in SQL (joins, aggregations, filtering) to answer business questions.
- Built **3+ Power BI** dashboards visualising KPIs, trends and performance metrics for stakeholder-style reporting.

Data Analyst Intern | VICTORIA SOLUTIONS | SEP 2025 - OCT 2025

- Built a Random Forest churn model in Python on **~5,000** telecom customer records, using SMOTE to correct class imbalance and achieving **0.82 ROC-AUC (75% accuracy)**.
- Identified newer, month-to-month contract customers as the highest churn-risk segment through exploratory analysis and feature importance, providing evidence for targeted retention strategies.
- Built data cleaning and preprocessing pipelines and Power BI dashboards communicating churn risk, segmentation and behavioural trends to the business.

Digital Marketing Intern | AMINA AI | JUN 2025 - SEP 2025

- Increased social media views and engagement by **20%** by analysing campaign performance and engagement KPIs, identifying content gaps and optimising content strategy.
- Grew brand reach by **900+** accounts through AI-assisted content automation and optimised posting schedules.
- Benchmarked competitor positioning and automated content workflows with AI tools, reducing manual processes.

PROJECTS

Bank Customer Retention & Churn Analysis | SQL, Excel, Power BI, DAX

- Analysed **10,000** bank customers using Excel and SQL, progressing from exploratory analysis to multi-dimensional segmentation across geography, age, activity and product ownership.
- Identified a **130**-customer high-risk segment with an **89.23%** churn rate, over **4×** the bank-wide rate of **20.37%**, revealing older, inactive, single-product customers as a key retention priority.
- Built a two-page interactive Power BI dashboard translating customer behaviour and churn risk into targeted retention priorities for business decision-making.

EDUCATION

BSC COMPUTER SCIENCE | ASTON UNIVERSITY | PREDICTED GRADE: FIRST CLASS | EXPECTED 2027

Relevant Modules: Natural Language Processing, Computational Intelligence, Introduction to Artificial Intelligence, Data Structures & Algorithms, Internet Applications & Database Design

Certificate: *DeepLearning.AI (2025) - Supervised Machine Learning: Regression and Classification*

LEADERSHIP & VOLUNTEERING

Social Secretary | ASTON COMPUTING & ELECTRONICS SOCIETY | SEP 2025 - JUN 2026

- Planned and delivered society events for 50+ attendees.

Graphic Designer | ASTON ISLAMIC SOCIETY | APR 2025 - SEP 2025

- Designed event visuals for the society, increasing engagement by 20%.

Charity Volunteer | ROSEBUDS SISTERS | AUG 2025

- Supported fundraising and helped manage crowds of 900+ attendees at a charity event.