

FATHIMA AFFREEN M

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Professional Summary:

Analytical and motivated B.Com student with a strong interest in data analytics and business insights. Skilled in MS Excel, data cleaning, data analysis, and basic statistical techniques. Comfortable working with large datasets, identifying trends, and presenting findings in a clear and structured manner. Seeking an entry-level Data Analyst role to contribute to data-driven decision-making and business growth.

Skills:

Technical Skills:

- Data Analytics
- Power BI
- Tableau
- Digital Marketing
- MS Office
- Content management system (CMS) & AI Tools

Soft Skills:

- Analytical Thinking
- Problem-Solving
- Data Interpretation
- Time Management
- Presentation Skills
- Continuous Learning

Internships:

Digital Marketing Intern – Alo Info Tech | 21st May - 11th June

- Gained practical exposure to social media marketing.
- Learnt SEO, Google Ads, Content creation and campaign.

Outcome: Gained a clear understanding of how online marketing works in real business settings.

Academic Projects:

Impact of AI-Enabled Chatbots on Online Shopping and Customer Satisfaction-October 2025

Outcome: Gained skills in AI applications, data analysis, and customer behaviour evaluation.

Education:

Holy Cross College (Autonomous), Nagercoil, Tamil Nadu - (2023 – 2026)

Bachelor of Commerce (General). | CGPA: 7.5/10.

Certifications:

- NPTEL Certification on Business Fundamentals for Entrepreneurs, IIT Bombay (Sep 2023).
- NPTEL Certification on Design Thinking - A Primer, IIT Madras (July 2025).
- Content Management System & AI Tools - Vollmond Academy (2024-2025).
- Power BI - G-TEC Computer Education (2025–2026)