

BUSHRA PARACHA

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Education

Bachelor of Science in Information Systems & Applied Mathematics And Statistics | Stony Brook University | Stony Brook, NY
Expected in 05/2026

- Relevant Coursework: Data Analysis, Financial Mathematics, Probability & Statistics, Legal Issues in Computing, Computer Networks, Human-Computer Interaction
- [linkedin.com/in/bushrap](https://www.linkedin.com/in/bushrap)

Experience

Kassam Trading Company | Karachi, PK
Data Analyst Intern
06/2023 - Current

- Pulled and analyzed logistics and inventory data to optimize export-import operations.
- Built Excel reports and Tableau dashboards to track stock availability and supply chain KPIs.
- Collaborated with operations to resolve data discrepancies and improve reporting efficiency.

Consumer Behavior & Market Analysis Extern
Beats by Dre – Forage Externship
Spring 2025

- Conducted market research and analyzed consumer behavior trends using survey data and AI tools.
- Developed product strategy recommendations based on insights and competitor analysis.
- Applied behavioral psychology to marketing solutions in a global brand context.

Graduate Office | Stony Brook, NY
Student Assistant
09/2025 - present

- Maintaining and organizing sensitive student documents (transcripts, degree certificates, and other submissions) with accuracy and confidentiality.
- Managing office communications: answering phone calls, responding to student inquiries in person, and addressing emails promptly and professionally

Pre-College Summer Program | Stony Brook
Residential Ambassador
07/2025 - 08/2025

- Coordinated onboarding logistics for high school students and managed program materials.
- Led engagement programming focused on community-building, mirroring aspects of client-focused environments.

Projects

Regression Analysis Tool - Python, R, Excel, Tableau

- Analyzed large-scale datasets to uncover trends and patterns in marketing and business performance.
- Built interactive dashboards and visualizations to support decision-making for stakeholders.
- Used statistical modeling and EDA techniques for insight-driven recommendations.
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eCommerce Product Activation Simulation (Independent)

- Simulated product lifecycle from PIM input to digital asset deployment using mock tools.
- Practiced QA tasks: copy, pricing accuracy, image management, navigation placement.

Technical Skills

Tools: Microsoft Excel, Tableau, PowerPoint, SAP (basic), Google Workspace

Languages: SQL, Python, R, Java

Soft Skills: Communication, Organization, Time Management, Attention to Detail

Other: Market Research, Report Generation, Inventory Analysis, Dashboard Design

Certifications

MTA: Introduction to Programming Using Python – Microsoft (Feb 2024)
Alteryx Designer Core Certification – In Progress