**Ali Riza Apil**

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Solution driven Business Analyst with experience to work within diverse teams and as a freelancer. Looking to apply my ample experience and skills in predictive analysis. Posses a PhD in marketing field and data analytics and visualization education. My record of success in various industries will make me immediate contributor in your company.

AREAS OF EXPERTISE

* Python, Numpy, Pandas, Matplotlib, API
* MySql and MongoDb
* Tableau,
* Power BI
* Web Visualizations with Html /CSS, Bootstrap
* SPSS
* JavaScript Charting, D3.js, Geo-mapping with Leaflet.js
* Statistical Modelling and forecasting
* Project management
* ETL (Extract, Transform and Load)
* Data mining
* Data modeling
* Machine Learning
* Big Data Analytics
* Microsoft Office
* QuickBooks

RELEVANT EXPERIENCE

**UT Data Analysis and Visualization Bootcamp**

Conducted data analysis on a wide array of real-world problems, consumer, social or popular trends and visualizing the analysis and results. Used technologies like Excel, Python, JavaScript, SQL Databases, Tableau and more.

**General Manager, New Palm Services LLC, 08.08.2009- Present**

Experienced entrepreneur and business professional with more than 10 years of experience emphasizing marketing, and business development in the building services. Highly customer-centric with excellent relationship building skills as evidenced by achievement in building customer accounts, primarily through referrals. Strong sales and marketing skills to build new business and cultivate existing customer relationships.

Overseeing most or all of the firm's marketing and sales functions as well as the day-to-day operations of the business. Ensuring the creation and implementation of a strategy designed to grow the business. Engaging in key or targeted customer activities. Evaluating and deciding upon key investments in equipment, infrastructure, and talent. Building and managing teams, communicating strategy and evaluating results.

EDUCATION

**BoothCamp:** University of Texas at Austin, McCombs School of Business, Data Analysis and Visualization BootCamp, Austin /Texas

**Phd:** Tbilisi State University, Faculty of Business and Economics, Department of Marketing, Tbilisi / GEORGIA

RECENT PROJECTS

***Austin Accident / Fatality Study***

This analysis was prepared to identify the characteristics of fatal crashes as well as of those people identified as at fault in the crash. Analyzed the fatalities by type (pedestrian, motorcycle, motor vehicle), and person characteristics. Data was cleaned, merged, organized, analyzed, and visualized.

Tools: Jupiter Notebook, Python, Pandas, Numpy, Matplotlib, and Geo mapping.

Link:<https://github.com/ARAPIL/Austin-Accident-Fatality-Study>

***Data Science Job Outlook***

In this project, we studied the data scientist job market in the US. The data was scraped from Indeed website and collected information of 7,000 data scientist jobs in the US. Data was organized with Python Pandas, data mining was done in the job description texts to determine job skills, education, experience, companies, and cities. Data was deployed to Sqlite.

Tools: Python, Pandas, Numpy, Plotly, Sqlalchemy, Flask, JavaScript, D3, Click, Gunicorn, Jinja2, Markupsafe, Sqlite, and Tableau.

Link: <https://github.com/ARAPIL/Project-Data-Science-Job-Outlook>

***CitiBike Analytics & Visualization***

To understand the use and attractiveness of Citi-Bike project, annual data was visualized with Tableau chart and graphs. 2018 data for Jersey City was used. Time studies determining most used months of the year, the most and the least used hours of the days were visualized. User demographics and profile was visualized. A copy of Tableau Visualizations is uploaded to Tableau Public Database. Link: <https://public.tableau.com/profile/ali.apil#!/vizhome/CitibikeJC2018/Introduction?publish=yes>

***Credit Card Fraud Detection***

In this machine learning project, we conducted analysis to recognize fraudulent credit card transactions. The datasets contain transactions made by credit cards in September 2013 by European cardholders, where we have 492 frauds out of 284,807 transactions. In anomaly detection, the local outlier factor (LOF) algorithm, and isolation forest algorithm were used.

Tolls: Jupiter Notebook, Python Pandas, Sklearn, Seaborn, and Matplotlib.

Link: <https://github.com/ARAPIL/Credit-Card-Fraud-Detection>

ACCOMPLISHMENTS

* ***Employee Reviews and Stock Prices*.** An ETL project. The customer review data for the companies including Google, Apple, Microsoft. The data cleaned up and merged and the hypothesis was tested to see if there is a correlation between them. An SQL database was created and data was loaded.

Link: <https://github.com/ARAPIL/Employee-Reviews-and-Stock-Prices>

* ***Kickstart Project Analysis & Visualizations*.** Using the Excel table provided, modified and analyzed the data of four thousand past Kickstarter projects. Uncovered some of the market trends and visualized them with pivot tables.

Link: <https://github.com/ARAPIL/Kicktart-Project>

* ***Data Analysis: School District Test & Success Analysis****.* We analyzed the district-wide standardized test results. We created a high-level snapshot of the district's key metrics and created an overview table that summarizes key metrics about each school.

Link: <https://github.com/ARAPIL/Schools-District-Tests-Success-Analysis>

* ***Sakila Database*** – MySQL. A MySQL Projec A series of MySQL queries on the popular sakila schema to obtain information on the tables. Data Definition Language Statements: ALTER DROP, CREATE, VIEW, and DROP. Data Manipulation Language Statements: SELECT APPEND, DELETE, UPDATE, and JOIN. Aggregate Functions: SUM, COUNT, GROUP BY, and WHERE.

Link: <https://github.com/ARAPIL/SAKILA-DATABASE-MYSQL>

* ***Wall Street Transaction Analysis*** - Excel VBA. The Excel VBA for Wall Street Transaction Data Analysis. We used VBA scripting to analyze real stock market data. We created a script that will loop through each year of stock data and grab the total amount of volume each stock had over the year.

Link: <https://github.com/ARAPIL/The-VBA-of-Wall-Street>

* ***Pyber Rideshare Analysis.*** Visualization with Python Matplotlib. We used the company's complete record set of rides contains information about every active driver and historic ride, including details like city, driver count, individual fares, and city type. Our objective was to build a [Bubble Plot] that showcases the relationship between four key variables like Average Fare ($) Per City, Total Number of Rides Per City, and Total Number of Drivers Per City.

Link: <https://github.com/ARAPIL/Pyber-Rideshare-Analysis>

* ***Belly Button Biodiversity Interactive Visualizations.*** A JavaScript Visualization. In this assignment, we built an interactive dashboard to explore the Belly Button Biodiversity DataSet. We used Plotly.js to build interactive charts for your dashboards. We created a PIE charts, and bubble charts. We deployed the Flask app to Heroku.

Link: <https://dashboard.heroku.com/apps>