Aleeza Zia

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Professional Summary

Former mathematics tutor transitioning into **Data and E-commerce Analytics**, leveraging strong analytical and problem-solving skills. Proficient in **Python, SQL, R, Tableau, and Power BI**, with project experience in **climate, business, sports, and gaming analytics**. Skilled in building interactive dashboards using **Streamlit, Plotly, Shiny, and Tableau**. Passionate about turning complex datasets into clear insights that drive smarter decisions.

Skills

Data Analysis: Python (Pandas, NumPy, Scikit-learn, NLTK), R (tidyverse), SQL, Excel
Visualization & Dashboards: Tableau, Plotly, Matplotlib, Seaborn, Shiny, Streamlit
Analytics Domains: Climate & Energy Analytics, Business & E-commerce Analytics, Sports Analytics, Sentiment & Topic Modeling
Other: Data Cleaning, Machine Learning, Forecasting, NLP, Dashboard Development, Reporting, Presentation, Problem-Solving, Communication

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Projects

Chakwal Climate & Solar Trends | Python, SQL, Streamlit | Aug, 2025
Analyzed **NASA POWER** climate data (2000–2024) for Chakwal, Pakistan.
Built an interactive Streamlit dashboard to visualize temperature, rainfall, solar energy, and extreme weather trends.

Global Superstore Analytics | Python, SQL, Plotly | July, 2025
Analyzed sales, profit & customer behavior; built Plotly dashboards and forecasts to guide strategy.

PSL Commentary & Historical Analysis | R, NLP, Shiny Dashboard | May, 2025
Analyzed 10 PSL seasons combining stats, history & commentary sentiment.
Built an interactive Shiny dashboard to visualize player impact, team success & long-term trends.

Solving Mysteries with Code: A Sentiment & Topic Analysis of Mobile Detective Games | Python, ML, Tableau | April,2025
Scraped & analyzed Google Play reviews of 7 mystery/adventure games.
Applied sentiment analysis, topic modeling, and ML classification to uncover trends & player insights.

Education

Bachelor's in Applied Mathematics – The University of Chakwal, Pakistan 3.79 CGPA | Graduation: July, 2024

Certifications

Google Data Analytics Professional Certificate – Coursera – 2024
Google Advance Data Analytics Professional Certificate – Coursera – 2025
Google Business Intelligence Professional Certificate – Coursera – 2025
IBM Data Science Professional Certificate – Coursera – 2025