

# Aleeza Zia

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## Professional Summary

**Data & E-commerce Analyst** with strong foundation in mathematics and analytics. Skilled in Python, SQL, and visualization tools with hands-on project experience across business, climate, sports, and gaming domains. Seeking to apply analytical expertise to deliver data-driven insights that support business growth and decision-making.

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## Skills

- **Programming & Analysis:** Python (Pandas, NumPy, Scikit-learn, NLTK), R (tidyverse), SQL, Excel
  - **Visualization & Dashboards:** Tableau, Power BI, Plotly, Matplotlib, Seaborn, Shiny, Streamlit
  - **Analytics Domains:** Business & E-commerce, Climate & Energy, Sports, Sentiment & NLP
  - **Other:** Data Cleaning, Machine Learning, Forecasting, Dashboard Development, Reporting
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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.
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## Education

**Bachelor's in Applied Mathematics – The University of Chakwal**, Pakistan, 3.79 CGPA | Graduation: July, 2024 | Ranked 2nd in Class

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## 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