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, 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

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