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SUMMARY OF QUALIFICATIONS

Qualified financial and data analyst with experience in gathering, analyzing, manipulating, and visualizing data to translate it to meaningful outcomes. Proficient in several programming languages and able to quickly learn new skills to meet demands of projects. Experienced in leading and collaborating with cross functional teams to achieve deliverables under strict timelines.

CORE COMPETENCE

- Financial Analysis
- Forecasting and planning
- Analytical Thinking
- Sales Management
- Identifying new opportunities
- Project Management
- Generating reports
- Team Leadership

TECHNICAL SKILLS

- Languages: Python, SQL, NoSQL, JavaScript
- Visualization: Seaborn, Matplotlib, Plotly, D3, SVG, Leaflet, Tableau
- Markup languages: HTML, CSS
- Framework: Flask
- Database: MySQL, MongoDB, SQLite
- Reporting tools: MS Excel, Word, P.Point
- Fundamental Statistics: Modeling, Forecasting
- Big Data Tools: Hadoop, PySpark
- Working Knowledge: R and Machine Learning

EDUCATION & PROFESSIONAL DEVELOPMENT

- Data Analytics and Visualization** - Professional Development Program | UC-Berkeley Extension | Belmont, CA (2018)
- Finance - Analysis & Risk Taking** - Bachelor of Science | University of Wisconsin | La Crosse, WI (2011)
- Sales Management** - Associate's Degree | The Institute of Public Administration | Riyadh, KSA (2005)

PROFESSIONAL EXPERIENCE

Advanced Data Analytics Trainee | UC Berkeley Extension | Belmont, CA 2017- 2018

Attending a six-month advanced professional development program for Data Analytics and Visualization

- Implemented data wrangling, cleaning, transforming, merging and reshaping data frames.
- Generated meaningful reports to be able to easily visualize existing trends and to predict future ones.
- Developed Python based API to track data and created reports using Flask, SQLAlchemy.
- Demonstrated ability to work independently and with a team of Python coders.
- Built a variety of programs using sentiment analysis, APIs, Data Munging, Media Mining, and Visualization using Seaborn, Matplotlib, Plotly, D3, SVG, Leaflet, Tableau.

Relevant Experience:

I worked on over 20 different projects, collaborating with a team of four individuals. Below is a brief description of three of them:

Project 1 (SF Police Incidents): The goal of this project was to analyze the San Francisco Police Department (SFPD) Incident Report. We used Python, Pandas, NumPy and API requests data from data.sfgov.org. Our findings of the analysis were presented using Matplotlib and Seaborn.

Project 2 (SF Awareness): For this project, we used the San Francisco Police Department (SFPD) Incident Report, containing a detailed record of police incidents for 2016. The main goal was to produce a tool that can help increase safety awareness for the user, using different views of the data set: 1) Several visuals were used to display neighborhood-specific incident data; 2) Heatmap-style calendar which depicts total number

of incidents for a given day; and 3) Search feature that reports the total number of incidents which occurred within a certain radius from a given coordinate. We used Python, Html, CSS, JavaScript, D3

Project 3 (Education Matters): Data sets were used to explore the following questions/areas - *What are the prominent features that determine earning potential for graduating students? Is there a set of features that can be used to predict the earning potential? What, if any, natural groupings can be found in the set of features explored in the above questions?* Using Machine Learning techniques, we scrutinized the relationship between various features—demographic, economic and other variables such as academic major, tuition—and their impact on earnings 10 years post- graduation date. The following Machine Learning techniques were employed in various analyses: 1) Decision Tree and PCA were used for feature selection. 2) Multi-variate regression analysis was trained on the top ten dominant features driving post graduate income. 3) Cluster analysis was applied to identify natural grouping among the top three features used in regression analysis. We used Python and Pandas for data munging, Matplotlib and D3 for data Visualizations, and HTML/CSS/Bootstrap and Flask for project web page.

Data/Business Analyst | Seven Cs Group | Burlingame, CA 2015 – 2017

Analyzed large data sets and generated meaningful and dynamic reports using Tableau

- Performed analysis using SQL & Excel spreadsheet (pivot tables, macros, vlookup/other formulas)
- Imported/exported and manipulated large data sets (million-row databases) under tight deadlines.
- Built Python programs using SQLAlchemy and packages such as pandas and NumPy for visualization purposes by utilizing Matplotlib and Seaborn.
- Prepare and presented business reviews based on findings from analysis above to the senior management team regarding progress and roadblocks to establishing new engagements.

Sales Analyst | Wells Fargo | Burlingame, CA 2014 - 2015

Managed daily operations, generated and analyzed sales reports

- Prepared customized sales proposals.
- Conducted cost/benefit analysis.
- Built multiple pricing scenarios.
- Helped to identify pricing improvements and margin opportunities.

Financial Analyst | Macy's | La-Crosse, WI & San Francisco, CA 2011 – 2013

Lead a team of 12 people to meet sale objectives and analyzed sales data to forecast future trends

- Analyzed, Forecasted & Planed Sales and SG&A expenses related to Macys.com business.
- Prepared monthly sales and expense forecasts and plans
- Maintained and published various financial reports
- Suggested adjustments and revision to promotional strategies to improve sales and profitability.
- Presented sales reports to district and regional managers.