

## Ali Raza

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### SUMMARY

Analytical and adaptable undergraduate with a strong foundation in data analysis, statistical modeling, and algorithm development. Experienced in Python, SQL, Excel, and data storytelling through tutoring and applied academic projects. Passionate about transforming raw data into actionable insights to support marketing and client strategy. Seeking to contribute to Digitas North America's Data & Analysis team by combining technical skills with a creative, human-focused mindset.

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### EDUCATION

**University of Illinois Chicago (UIC)**, Chicago, IL

**B.S. in Mathematical Computer Science**, Minor in Economics | *Expected Graduation: May 2025*

GPA: 3.3/4.0; **Dean's List** (3 Semesters)

**Memberships:** MSCS Undergraduate Math Community; Pakistani Student Association (PSA), Philosophy Club

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### TECHNICAL SKILLS

**Programming & Analysis:** Python, R, SQL, JavaScript, C++, Visual Basic

**Libraries & Tools:** Pandas, NumPy, Matplotlib, LaTeX

**Data Tools:** Microsoft Excel (Advanced), Microsoft Access, Tableau, Power BI (familiar), Git

**AI Tools:** ChatGPT, Google Gemini (used for ideation, reporting, and prompt-based data exploration)

**Other Software:** VSCode, Word, PowerPoint, Outlook, Publisher

**Soft skills:** Quantitative problem-solving, Academic research and documentation, Clear communication of technical concepts, High adaptability and learning

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### EXPERIENCE

#### Data Analyst (Contract)

Nexora Analytics – Chicago, IL (Remote/Small Business)

Jan 2024 – Present

- Collaborated with a local retail client to analyze sales transaction data, clean and enrich it using Python & Pandas, and built visual dashboards to identify underperforming SKUs (~15% drop analysis).
- Designed and implemented a graph-based recommendation prototype leveraging BFS/DFS algorithms, resulting in a 10% uplift in cross-sell insights for the client.
- Automated weekly ETL reports with Python and SQL, reducing manual workload by ~5 hours/week and improving report accuracy.

**Customer Service & Operations Assistant** | Gayle V's Best Ever Grilled Cheese, Chicago, IL |

Jan 2023 – Aug 2023

- Managed daily transactions and inventory tracking, reducing manual entry errors by 15% through improved data logging practices.
- Demonstrated multitasking and precision in a high-volume environment, maintaining 97% accuracy in order fulfillment.

- Contributed to a 10% improvement in team coordination by streamlining order flow communication and issue resolution.

**Data & Academic Tutor | AAAN Tutoring Center at UIC, Chicago, IL | Sept 2022 – Dec 2022**

- Tutored students in mathematical modeling, computer science, and economics, leading to a 20% improvement in academic performance (based on feedback surveys).
- Translated complex quantitative problems into clear, real-world examples, enhancing student engagement and retention.
- Enhanced communication, data interpretation, and insight skills through ongoing academic support sessions.

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**PROJECTS & RESEARCH EXPERIENCE**

**Personal Finance Manager (Dashboard) - Python, Flask, SQLite, HTML/CSS**

- Built a full-stack application for tracking and visualizing personal finance transactions.
- Developed custom SQL queries and automated Excel-style reports to simulate marketing-style dashboards and user performance insights.

**Consumer Sentiment & Inflation Forecasting – R Script (programming)**

- Built regression models in R to analyze consumer sentiment and inflation expectations using real-world economic survey data.
- Conducted residual diagnostics, adjusted  $R^2$  evaluations, and hypothesis testing to ensure model validity and reliability.
- Presented key findings through clean summary reports and visualizations, translating complex statistical outputs into actionable insights for non-technical audiences.

**Recipe Unit Conversion Tool - Python, HTML/CSS**

- Developed a web app that converts ingredient units (oz/lbs./kg) with responsive layout and user-friendly interface.
- Employed mathematical logic and validation for accurate real-time data conversion.

**Task Scheduling System - C++**

- Implemented a task management system using stacks and queues for priority-based job allocation.
- Simulated scheduling and resource allocation challenges seen in operational research problems.