# AREEBA AKHLAQUE

**Data Analyst**

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## SUMMARY

Certified Data Analyst with a strong background in statistical analysis, data visualization, and reporting. Proficient in SQL, Python, and Tableau, with a strong background in delivering data-driven insights and solutions to improve decision-making processes. Experienced in analyzing large datasets, developing visualizations, and solving complex problems. Aiming to apply my data analytics skills to impactful projects in a dynamic organization.

## EDUCATION

### University of Sindh, Jamshoro

**Bachelor of Science in Telecommunication**

Jan 2018 – Dec 2021

CGPA - 3.4 / 4.0

- Final year project: Designed an IoT-based communication system for smart homes.

## SKILLS

**Tools & Technologies:**

Python  Tableau  Power BI  Data Cleaning  Data Analysis  Data Visualization  MS Excel  Machine Learning  SQL

**Analytical Skills:**

Problem-Solving  Communication  Time Management  Collaboration

## CERTIFICATIONS

**Google Data Analytics Certificate**
Coursera | Dec 2023

**Big Data Analytic Techniques**
Mehran University of Engineering & Technology | Mar 2022 – Sept 2022

**Data Science Bootcamp Certificate**
DigiSkills.pk | June 2023

**Data Analytics & Business Intelligence Certificate**
DigiSkills.pk | Oct 2023

## PROFESSIONAL EXPERIENCE

### Big Data Analytics Intern

**VEZOW -** Sydney, Australia | Sept 2022

- Collaborated with cross-functional teams to produce data visualizations that communicated complex insights.
- Conducted research on emerging data trends to identify new strategies for process enhancement.

## PROJECTS

**Demand Forecasting Analysis**
- Developed predictive models to forecast sales demand for a retail company.
- Tools: Python, Pandas, Matplotlib, SQL

**Credit Card Fraud Detection**
- Created a fraud detection model using Python and machine learning algorithms.
- Tools: Python, Scikit-learn, Matplotlib, Plotly

**Voice Call Quality Experience**
- Developed an interactive dashboard to analyze voice call quality data from 2018. Insights led to actionable recommendations for improving network infrastructure.
- Tools: Tableau

## STRENGTHS

- **Data Analysis:** Expert in collecting, cleaning, and analyzing large datasets to extract actionable insights.
- **Data Visualization:** Skilled in creating clear and effective data visualizations to communicate complex data trends.
- **Problem-Solving:** Proven ability to tackle challenges by developing innovative solutions for optimizing processes.