

Akeel Farooq

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Profile Summary

Data Analyst with 4.9 years of experience delivering data-driven solutions across analytics, machine learning, business intelligence, forecasting, automation, and AI model evaluation. Strong hands-on expertise in Python, SQL, Power BI, ETL pipelines, and statistical analysis. Experience includes Meta LLM chat and persuasion evaluation (RLHF/SFT), customer analytics, churn prediction, pricing intelligence, and financial dashboards. Proven ability to work with global teams, translate complex data into insights, and deliver measurable business impact.

Experience [4.9 Years]

- **Turing Enterprises Inc.** **Remote**
Data Analyst (Contract) **Mar 2025 – Present**
 - Worked on Meta LLM chat and persuasion evaluation projects, assessing AI responses for reasoning quality, safety, and alignment.
 - Evaluated model outputs using RLHF and SFT, identifying hallucinations and logical inconsistencies.
 - Analyzed belief scores, evaluation labels, and task metadata; used SQL (analytical) for validation and aggregation checks.
 - Delivered 20+ analytics solutions including dashboards, ETL scripts, and automation workflows. Built Python-based automation pipelines, improving reporting efficiency by 40%.
 - Collaborated with global engineers, QA analysts, and product teams in a remote Agile environment.
- **Soccer International Pvt. Ltd.** **Punjab, India**
Data Analyst **Aug 2024 – Feb 2025**
 - Developed sales forecasting models (ARIMA, Prophet) achieving a 15% improvement in accuracy.
 - Automated competitor price tracking across 15+ websites using Python, saving 10+ hours weekly.
 - Built interactive Power BI dashboards for leadership to monitor sales, pricing trends, and performance KPIs.
 - Improved reporting speed by 25% through SQL optimization and ETL automation.
- **Toyshine Pvt. Ltd.** **Punjab, India**
Data Analyst **Mar 2021 – July 2024**
 - Created churn prediction models achieving 89% recall and reducing churn by 8%.
 - Increased new launch revenue by 20% using customer segmentation and trend analysis.
 - Enhanced ETL pipeline performance by 30% using SQL + Python optimization.
 - Developed financial analytics dashboards that reduced decision-making time by 20%.
 - Processed over 100K+ records to generate insights for sales, marketing, and finance.

Projects

- **Meta LLM Chat & Persuasion Evaluation**
Turing Enterprises Inc. | RLHF, SFT, SQL (Analytical), Python
 - Evaluated AI-generated conversations, belief scores, and preference rankings to improve model alignment, reasoning quality, and safety.
 - Analyzed persuasion patterns, belief shifts, and logical consistency across multi-turn dialogues.
 - Used SQL (analytical) to validate structured evaluation data, perform aggregation checks, and identify quality trends.
- **Dynamic Price Monitoring System**
Soccer International Pvt. Ltd. | Python (BeautifulSoup, Scrapy), NLP

- Automated price tracking across 15+ competitor websites using web scraping.
- Enabled real-time pricing decisions and contributed to annual savings of ₹2.5L.

➤ Real-Time Demand Forecasting Platform

Soccer International Pvt. Ltd. | Prophet, Python, SQL, Power BI

- Designed a forecasting system integrating Prophet ML models with live SQL pipelines.
- Delivered interactive Power BI dashboards used by 20+ managers for inventory, demand planning, and strategic decision-making.

➤ Customer Attrition Prediction System

Toyshine Pvt. Ltd. | Python (XGBoost, Scikit-learn)

- Developed a churn prediction model with 89% recall using XGBoost.
- Supported targeted retention campaigns that led to an 8% reduction in customer churn within three months

➤ Predictive Customer Segmentation

Toyshine Pvt. Ltd. | Python, RFM, K-Means, Power BI

- Processed and analyzed 50K+ customer records using RFM scoring.
- Identified 8 customer personas with K-Means clustering, increasing targeted campaign performance by 25%

Education

❖ LOVELY PROFESSIONAL UNIVERSITY

Punjab, India

B.Tech - Computer Science and Engineering

Aug 16 – June 2020

- *Thesis:* Developed a hybrid ML model for heart disease prediction with 90% accuracy.

Relevant Coursework: Data Science, Machine Learning, MySQL, Python and Data Visualization

Technical Skills

▪ Programming & Querying:

Python (Pandas, NumPy, Scikit-learn, TensorFlow), SQL (Advanced), MySQL, R, PySpark, Shell Scripting, Regex

▪ Machine Learning & AI:

Regression, Classification, Clustering (K-Means), Forecasting (ARIMA, Prophet), XGBoost, Random Forest, NLP (spaCy, NLTK), AI Model Evaluation (RLHF, SFT), LLM Behavior Analysis, Hallucination Detection

▪ Business Intelligence:

Power BI (DAX, Power Query), Tableau, Looker Studio, Excel, KPI Dashboards, Finance Dashboards, A/B Testing, Statistical Analysis

▪ Data Engineering:

ETL Pipelines, Data Transformation, SQL + Python Automation, Snowflake, BigQuery, API Integration, Web Scraping (BeautifulSoup, Scrapy), Workflow Automation (Airflow)

▪ Business Skills:

R Stakeholder Communication, Requirement Gathering, Data Storytelling, Cross-Functional Collaboration, Problem Solving

Certifications

- Google Data Analytics, Microsoft Power BI, Business Analysis (Coursera)

Languages

- English (Fluent), Hindi (Native)