



FAIQ ALI


Data Analyst

CONTACT

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EDUCATION

Machine Learning, Stanford University
2023

IBM Data Science, IBM
2023

SKILLS

SQL

Excel/ Google Sheets

A/B Testing & Experimentation

Data Visualization(Matplotlib, Seaborn, Plotly, Folium, Dash)

Python (Pandas, Scikit-learn)

Google Analytics

Leadership Experience

Data Cleaning and Preprocessing

R

WORK EXPERIENCE

Junior Data Analyst

Data Pilot

July 2022 - November 2023

- Built out the data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights into the product, marketing funnels, and business KPIs
- Analyzed and visualized large datasets to uncover key insights, resulting in a 11% increase in revenue of the company.
- Built a logistic regression model to help the SEO team decide which keywords to target, resulting in a 15% lift in YoY site visitors in 2018
- Developed root cause reports to address problems with customer conversions, successfully revealing insights that boosted conversions by 32%

Intern Data Analyst

Data Pilot

April 2022 - July 2022

- Partnered directly with the executive team as the first data hire to formulate and report on KPIs across their web properties that received 225M visitors annually using SQL and Google Sheets
- Collaborated with product managers to perform cohort analysis that identified an opportunity to reduce pricing by 22% for a segment of users to boost yearly revenue by \$730K
- Applied models and data to understand and predict repair costs for vehicles on the market, and presented findings to stakeholders
- Developed and owned reporting for a nationwide retention program with Python, SQL, and Excel, saving ~90 hours of monthly labor

Data Analyst-Freelancer

Fiverr

- Identified procedural areas of improvement through customer data, using SQL to help improve the profitability of a nationwide retention program by 8%
- Implemented long-term pricing experiment that improved customer value by 25%