

# FARAH IBRAR

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## SUMMARY

Data scientist with proven experience in advanced analytics, programming, and business intelligence tools such as **Tableau, Python, SQL, R** and **Excel** to deliver data-driven insights that enhance operational efficiency and business processes. Demonstrated track record of **effective communication** and **collaboration skills** through student ambassador and calling roles. Fully authorized to work in the UK.

## EXPERIENCE

**Tableau** | Self-learning | Sep 2023 – Present

- Transformed complex tabular and time series data into interactive data visualizations and compelling insights that drive strategic solutions for societal challenges such as public disorders and cancer treatments.
- Identified hidden patterns and trends by mining multiple sources of raw data, blending them into creative visualizations, and delivering data-driven innovative solutions to address social problems.
- Created clear visual narratives for technical and non-technical audiences, demonstrating excellent communication skills.

**Python Data Analysis & Machine Learning** | Activision & Self-learning | Jun 2024 – Aug 2024

- Applied problem-solving skills and data science methodologies such as correlation and regression analyses to identify key drivers of sales performance, generating actionable insights that informed strategic decision-making for improving annual revenue and profits.
- Utilized machine learning models such as K-means clustering to perform customer segmentation analysis, and time series modelling to build and test stock market prediction models with a **99%** R-squared.
- Developed and maintained codebases of numerous Python projects in GitHub to ensure quality and efficiency of codes, enabling a clear trail of code changes and versioning of pushes and pull requests.

**Technology Intern** | Bright Network | Jun 2024 – Jun 2024

- Conducted in-depth customer feedback data analysis to identify key pain points and business growth opportunities for RunWize's fitness app, resulting in a long-term strategic roadmap focused on enhancing customer experiences.
- Proposed a customer-centric engagement strategy, introducing customizable goal settings and new social/community features to improve the end-to-end customer journey while building relationships with stakeholders to drive adoption.
- Utilized strong presentation skills to prepare and deliver creative **PowerPoint** presentations, effectively communicating the pros and cons of a robust technology stack including Google Analytics, Mixpanel, and Tableau for data collection and analytics purposes.

**SQL Database Management** | University of Westminster, London | Sep 2022 – Aug 2023

- Designed and implemented a centralized relational database to consolidate fragmented biological datasets, applying logic and numerate skills (data structuring, query optimization) to resolve complex problems in accessing biological data in a standardized format.
- Developed a comprehensive **Extract, Transform, and Load (ETL)** pipeline in **SQL** that processed over **40** large-scale datasets, using analytical techniques to achieve a **30%** reduction in data retrieval time and optimise research and development processes.
- Implemented robust data quality controls through data cleaning techniques using **Python** and **Excel**, enhancing data accuracy and completeness by **26%**, ensuring high-quality insights that align with customer-centric data science applications.

**Student Ambassador** | University of Westminster, London | Sep 2020 – Sep 2023

- Planned and executed large-scale university events by effectively managing time, prioritizing multiple responsibilities, engaging with diverse stakeholders, and maintaining relationships, demonstrating strong communication and interpersonal skills.
- Collaborated with **20** team members to drive research and development initiatives, which included the implementation of an optimised QR-based data collection process to improve quality and efficiency of student attendance data.
- Collected, managed, and analyzed student engagement data in **Excel** to uncover insights, identify areas of improvement and implement feedback, ultimately improving participant satisfaction by **18%**.

## SKILLS & CERTIFICATIONS

**Technical Skills:** Microsoft Excel | SQL | Python (Pandas, NumPy, Matplotlib, Sklearn) | Tableau | SPSS | R | HTML | CSS | JavaScript

**Soft Skills:** Communication | Collaboration | Analytical Thinking | Problem-solving | Presentation Skills | Customer Centricity

**Tech Certifications:** Microsoft Excel (Santander 2024) | Python & Apps (Activision 2024) | Data & SQL (Deloitte 2024)

## EDUCATION

**MSc Biomedical Science (Immunology)** | **Distinction** | University of Westminster, London | Sep 2022 – Sep 2023

**BSc (Hons) Biomedical Sciences** | **2:1** | University of Westminster, London | Sep 2019 – Jul 2022

**A-Levels** | **A, D\*D (152 UCAS points)** | Rochdale Sixth Form College, Manchester | Sep 2017 – Jun 2019