

FARAH IBRAR

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SUMMARY

Data analyst 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, turning intricate patterns into actionable 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 solve business and social challenges.
- 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

- Utilized **Pandas, NumPy, and Matplotlib** to analyze sales data, conduct numerical analysis, and develop insightful visualizations, demonstrating excellent analytics skills to drive meaningful insights and identify sales growth opportunities.
- Conducted correlation and regression analyses to extract business value from data, identifying key drivers of sales performance and applying process improvement techniques to aid in strategic decision-making.
- Developed 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 high R-squared.

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

- Designed and implemented a centralized relational database to consolidate fragmented biological datasets, proactively increasing operational efficiency 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, resulting in a **30%** improvement in data retrieval processes for research purposes.
- Implemented robust data quality controls through data cleaning techniques using **Python** and **Excel** to enhance the reliability, accuracy, and completeness of analyses by **26%**.

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

- Organised large-scale university events by effectively managing time and regularly engaging with senior stakeholders to ensure seamless communication, streamline operational processes and support successful delivery of projects.
- Collaborated with **20** peer ambassadors to identify inefficient data collection processes and implement QR-based technological solution to improve accuracy and efficiency of collecting student engagement data.
- Collected, managed, and analyzed student engagement data in **Excel** to uncover insights, identify areas of improvement and confidently present ideas to diverse stakeholders, ultimately improving student satisfaction by **18%**.

Student Caller | University of Westminster, London | Oct 2021 – Sep 2023

- Raised over **£124,000** for a student fund by effectively communicating the importance of internal student-run initiatives and persuading alumni to contribute, demonstrating strong communication skills.
- Increased prospective student enrolment by handling queries and issues over calls, and exercising sound judgment to assess and resolve them efficiently by coordinating with cross-functional teams to provide tailored assistance.
- Utilised tools like Vonage and Buffalo to optimise data handling and workflow automation which improved efficiency of processes.

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 | Stakeholder Engagement | 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