Muhammad Hamza Ali

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About Me

I have completed my master's degree in computer science (Business Computing) at Staffordshire University, UK, with a strong background in data analytics and over a year of experience as a Frontend Developer. My technical skills include Python, SQL, advanced Excel, and Power BI alongside expertise in data visualization and analysis. I am passionate about using data to drive strategic decisions and am eager to bring my statistical analytical and problem-solving abilities to a Data Analyst role. I am particularly excited about the innovative work at Tech Companies and believe my unique blend of front-end development experience and advanced Business Computing education will enable me to make valuable contributions to your team.

Skills

Analytical Tools:

- **Power Bi** (Tools: DAX, API, Power Query)
- **Excel** (VLookup, Conditional Formatting, pivot Tables)
- **Analytical Skills**

Programming Languages:

- **Python** (Pandas, NumPy, SciPy, MatPlotLib, PySpark, etc.)
- **SQL** (Structure Query Language)
- **JavaScript**

Database:

- MySQL
- Microsoft SQL Server

Web Designing & Development:
(HTML, CSS, Tailwind CSS, JavaScript, ES6, ReactJS, Redux, NextJS, Firebase and Github)

Education

MASTER OF COMPUTER SCIENCE – Staffordshire University, UK   **Sep 2023 – Sep 2024**
Majors: Business Analytics, AWS Cloud Computing, and Project & Management

BACHELOR OF INFORMATION TECHNOLOGY – Benazir Bhutto Shaheed University Karachi, Pakistan   **2017 – 2020**
I did my bachelor in IT and my Capstone/Final Year project was an E-WALK stick (Smart System for Visually Impaired Persons). This project is dedicated to all visually impaired people. Some essential features are as follows:

- The navigational stick provides ease to the impaired while walking.
- E-Walk informs of obstacles and hurdles in front of them.
- IoT (Internet of Things) Based stick with android application.
- Live location through auto-generated messages.
- E-walk gives voice note Instructions about hurdles.

FSC (PRE-ENGINEERING) – Board of Intermediate Education Karachi, Pakistan   **2015 – 2016**

Projects

RETAIL DEMAND FORECASTING INTERFACE IN CRISIS SITUATION – Thesis Project – Staffordshire Uni, UK   **Sep 2024**

- To develop an interface to predict retail demand forecasting based on crisis.
- The system is responsive to rapid market changes linked with crises such as pandemics, economic downturns, or natural disasters.
- The system predicts the market changes using a train data model.

ANALYZE ONLINE SALES DASHBOARD   February 2024

- Created a dashboard with Power Bi to help the owner to get valuable decisions for their business.
- Transformed and processed business data by using DAX and Excel to ensure data completeness and validity.

- Provided technical insights on how the owner can fully utilize their data and get better decisions for business.

RETAIL PERFORMANCE DASHBOARD   December 2023

- Created a dashboard using Excel to be analyzed and summarize large datasets to generate insights, including sales performance, profit margins, and pricing strategies.
- Designed and maintained dashboards to visualize operational and financial data trends, improving stakeholder understanding of key metrics.
- Conducted in-depth financial analysis, reporting $312K+ in operating profit and optimizing profit margins across multiple product categories.

Work Experience

FRONTEND REACT DEVELOPER – Inspedium Corp (SMT PVT) Limited **–** Karachi, Pakistan   March 2022 – July 2023

- Developed responsive and user-friendly web applications using React, ensuring seamless user experiences across devices and browsers.
- Implemented state management solutions, such as Redux and Context API, to efficiently manage application data and improve performance.
- Designed and maintained a library of reusable Reach Components, streamlining development and ensuring consistent UI elements.
- Collaborated with cross-functional teams, including designers and backend developers, to integrate UI components and deliver high- quality products on time.

Certification

- PCPA: Programming Essentials in Python
- Data Analyst: Excel Formulas & Functions
- Certificate MySQL for beginners
- NDG Linux Essentials course at the Cisco Networking Academy.
- Certificate in Stoke Exchange (Pakistan stock exchange)
- SAP [ABAP with SAP NetWeaver 7.50]

Personal Skills

- Time Management
- Team Player
- Analytical Skills
- Problem-Solving Skills
- Business Understanding Skills
- Fast Learner
- Motivated

Award

Received personal appreciation regarding our project from President of Pakistan Dr. Arif Alvi, IT minister Sindh Taimor Talpoor and President of District South Karachi Khalil Hoath.

- As a Guest on ARY News Sham-a-Ramzan, and Express TV Pyara Ramzan.
- Appeared in: Express News, Aaj News, Awaz News, Independent Urdu, GTV and Time of Karachi. Featured in Article Express News, Express Tribune, The News, Javed Choudhry, Jeevey Pakistan, and published in Magazine Engineering Review.

References

References available upon request.