MUHAMMAD HAMZA ALI
Junior Data Analyst

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ABOUT ME

I am a Data Analyst with a master's degree in computer science from Staffordshire University, UK. I contributed to data analysis and reporting, tracking performance metrics, and managing content for social media platforms. Skilled in Python, SQL, and Power BI, I am passionate about leveraging data to drive informed decision-making and improve business performance.

SKILLS

- **ANALYTICAL TOOLS:** Power BI (DAX, API, Power Query), Excel (VLookup, Conditional Formatting, Pivot Tables), KPI reporting.
- **PROGRAMMING LANGUAGES**: Python (Pandas, NumPy, SciPy, Matplotlib, PySpark), SQL, JavaScript, Machine Learning Model.
- **DATABASE**: MySQL, Microsoft SQL Server, Postgresql.
- **WEB DESIGNING & DEVELOPMENT:** HTML, CSS, Tailwind CSS, JavaScript, ES6, ReactJS, Redux, NextJS, Firebase, GitHub.
- **ANALYTICAL SKILLS:** Data Visualization, Business Analytics
- **PERSONAL SKILLS:** Time Management, Team Player, Problem-Solving, Fast Learner, Motivated

EDUCATION

MASTER OF COMPUTER SCIENCE - STAFFORDSHIRE UNIVERSITY, UK   **Sep 2023 – Sep 2024**
Major in Business Analyst; AWS Cloud Computing, and Project Management

Thesis: *Development of Adaptive Retail Demand Forecasting Interface in Crisis situation*

- Developed an advanced retail forecasting system using Python, PostgreSQL, and Power BI, integrating OGD and Enhanced OGD methods to boost accuracy
- Designed an adaptive learning system that continuously updates forecasts with incoming data.
- Applied OGD algorithms to handle non-stationary data from diverse sources such as social media sentiment etc.
- Conducted performance testing with MSE and MAE, ensuring accuracy and robustness through cross-validation.

BACHELOR OF INFORMATION TECHNOLOGY– BBSUL, PAKISTAN   **2017 - 2020**
My final Year bachelor 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 users of obstacles and hurdles in front of them through an Android application.
- E-walk gives voice note Instructions about hurdles and Live location through auto-generated messages.

PROJECTS

RETAIL DEMAND FORECASTING INTERFACE IN CRISIS SITUATION

Thesis project – Staffordshire Uni, UK   **Sep 2024**

- To develop an interface to predict retail demand forecasting system based on crises like pandemics, economic downturns, or natural disasters.
- The system predicts the market changes using a train data model.

ANALYZE ONLINE SALES DASHBOARD   **Feb 2024**

- Created a dashboard with Power Bi to help the business owners make data-driven decisions.
- Utilized DAX and Excel for data transformation and validation.

RETAIL PERFORMANCE DASHBOARD   **Dec 2023**

- Designed Excel dashboards to summarize large datasets, providing insights on sales performance and profit margins.
- Conducted in-depth financial analysis, reporting $312K+ in operating profit and optimizing profit margins across multiple product categories.

WORK EXPERIENCE

SUPPORT DATA REPORTING ANALYST – Right at Home Loughton – London, UK   **Jan 2024 – Dec 2024**

- Volunteered to gain real-world experience in data reporting and performance analysis.
- Produced weekly analytical reports on staff attendance, punctuality, and visit logs, covering over 100 staff members.
- Conducted data compilation and analysis to evaluate staff performance, providing insights to support decision-making.
- Oversaw IT-related tasks, including social media content updates and monthly blog posts, ensuring timely and accurate publication.

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

- Developed responsive web applications using React, ensuring cross-device compatibility.
- Implemented state management with Redux and Context API to enhance performance.
- Collaborated with cross-functional teams to deliver high-quality products on time.

CERTIFICATION

- PCPA: Programming Essentials in Python
- Data Analyst: Excel Formulas & Functions
- 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]

AWARD

- Personal appreciation from President of Pakistan Dr. Arif Alvi, IT Minister Sindh Taimur Talpur, and President of District South Karachi Khalil Hoath for the E-WALK project.
- Featured on ARY News Sham-a-Ramzan, Express TV Pyara Ramzan, and various other media outlets.

REFERENCES

References available upon request.