Hamzah Asghar Farooqi

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PROFILE

Motivated Data Analyst with a strong passion for data analysis seeking a challenging role. Bring a solid track record in Big Data Analytics, Data Visualization with expertise in statistical analysis, data mining & predictive modeling. Skilled in leveraging the MS Data Stack including SQL Server & Power BI. Proficient in advanced Excel functions (COUNTIF, XLOOKUP, VLOOKUP) data validation, conditional formatting & data cleaning using Power Query. Experienced in creating interactive dashboards & implementing complex calculations using Power BI DAX functions. Committed to delivering insights & continuously improving the skills in SQL, Python, Excel & big data technologies

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SKILLS

Programming Languages	Data Analysis & Visualization	Machine Learning & AI	Big Data & Tools
Python (Pandas, NumPy, Scikit-learn)	Power BI (RLS, DAX)	Predictive Modeling,	PySpark
R	Advanced MS Excel	Neural Networks,	GCP (BigQuery)
MySQL	(XLOOKUP, Power Q	Natural Language	ETL Processes
Azure SQL Server	Pivot Tables)	Processing, Decision	Data Mining
		Trees, Clustering	

EXPERIENCE

1. **Data Analyst - Alkhidmat Welfare U**   *(January 2024 - Present)*
   KEY SKILL: Python, SQL, Power BI, MS Excel, CRM, Machine Learning, Data Analysis, Report Writing

- **Achieved a 25% reduction in reporting time** & **improved donor satisfaction** by leveraging advanced Excel techniques for data analysis & reporting, leading to a **significant increase in charitable donations**.
- **Managed and preprocessed donor data**, including comprehensive data cleaning, transformation, and validation, ensuring **accuracy and consistency** across datasets.
- **Implemented MS Excel**, employing functions like **VLOOKUP, INDEX MATCH, COUNTIF**, conditional formatting, and pivot tables to analyze and present data.
- **Developed and maintained detailed donor profiles** within the CRM (donorfy) system, streamlining data management processes.
- Applied **Python and SQL** for data extraction, manipulation, and analysis, **enhancing efficiency and accuracy** by **30%** of data processing tasks.
- **Created Power BI dashboards** to visualize and communicate key insights to stakeholders, **driving data-informed decision-making** within the organization.
- Introduced **machine learning models (decision trees, clustering)** to segment donor data and predict donor retention, enhancing fundraising strategies and operational planning.
- Regularly produced **reports and presentations** to effectively communicate data insights to senior leadership, supporting strategic decision-making.

2. **Customer Service - *Blue Line Operations Ltd* (Part time)**   *(June 2023- January 2024)*
   KEY SKILL: Customer Service, MS Excel, Report Writing

- Transformed Excel for data entry and analysis, streamlining customer service operations, leading to a **20% increase in efficiency** in handling over **1,000 customer requests**
- **Cultivated robust communication** and interpersonal abilities through direct customer interactions, ensuring clear and effective exchanges.
- **Employed adept problem-solving skills** to swiftly address and resolve customer inquiries, maintaining **high levels of satisfaction**.
- **Maintained meticulous records** of customer interactions using Excel for accurate tracking and reporting,

enhancing the ability to identify trends and improve service quality.

3. **Data Management and Analyst -** *Alpha Evolution Enterprises* **(February 2022- December 2022)**
KEY SKILL: Customer Service, MS Excel, Report Writing, Power BI, PowerPoint
- Enhanced online presence, leading to a **20% increase in web traffic** by optimizing data integration processes, resulting in over **1,000+ viewers** within six months.
- Collaborated with cross-functional teams to drive project success and streamline operations.
- Leveraged **MS Excel** for data analysis, **using pivot tables, VLOOKUP, and conditional formatting** to support decision-making.
- Created a dashboard in Power BI for real-time data visualization and performance tracking.
- Developed and delivered presentations in PowerPoint to communicate data insights to stakeholders effectively.
- Applied **predictive modeling techniques** to forecast performance metrics, optimizing operational planning and resource allocation.

4. **Student Project Administrator -** *Study Aid Foundation for Excellence* **(February 2021- January 2022)**
- **Enhanced project management skills** and designed smooth and efficient project execution.
- **Managed and shared team information using Excel**, employing functions for data organization and analysis.
- **Analyzed feedback and survey responses with Excel** to derive actionable insights and support project improvements.

5. **Intern Junior Web Developer-** *Emerssive Solutions* **(June 2019 – December 2019)**
- **Gained practical experience in front-end (PHP) and back-end (Python) development** through web projects, contributing to a **40% faster development cycle** for new features.
- **Applied robust security measures** to ensure data integrity and protect user privacy
- **Executed data-driven features** in web applications, enriching user experience and visualization.

EDUCATION

1. **Coventry University, United Kingdom** **(January 2023 - January 2024)**
MSc Data Science and Computational Intelligence (Merit)

- **Distinctions:** Big Data Analytics & Data Visualization, Modeling & Optimization, Information Retrieval.
- **Notable Achievements:** Developed advanced machine learning models, optimized predictive algorithms, and conducted large-scale data transformations.
2. **University of Management and Technology, Pakistan** **(September 2017- December 2021)**
BSc in Computer Science (2:2)

PROJECTS

1. UK Annual Charity Report Analysis
2. Speech Recognition automatically by using Artificial Neural Network
3. Predicted Customer Churn in the Telecommunications Industry using Bayesian Networks and Classification
4. Salary Prediction of an Adult by using Machine Learning Algorithms
5. Analyzing Video Game Sales Data using PySpark and Tableau
6. Implemented Search Engine with Document Clustering
7. Analysing Coffee Shop Sales by Using Advance Excel Techniques
8. Analysing Beverage Sales Analysis by Data Visualization
9. Comprehensive Progress Analysis for a Student Organization
10. Diamond One- Bedroom Apartment Analytics
11. Job Board Data Cleaning Power BI Dashboard

CERTIFICATIONS

1. Learning Data Analytics: 1 Foundations
2. Learning Data Analytics Part 2: Extending and Applying Core Knowledge.