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 & Information Retrieval, with expertise in statistical analysis, data mining, & predictive modeling. Skills include advanced Excel functions (COUNTIF, SUMIF, XLOOKUP, IF, AND, OR), data validation, conditional formatting, and data cleaning using Power Query. Experienced in creating interactive dashboards and handling complex data transformations. Committed to delivering impactful insights and continuously improving the skills in SQL, Python, Excel, and big data technologies.

SKILLS

Proficient in **Python (Pandas, NumPy, Scikit-learn)**, **MySQL, Azure SQL Server** and **Power BI(RLS, Power Query, DAX functions)**, **Advance MS Excel (XLOOKUP, data validation, conditional formatting)**. Experienced in **Data Visualization, Machine Learning, Neural Networks**. Strong **analytical** and **problem-solving skills** and Effective **communication** and **leading** abilities.

- Data Analytics
- JIRA
- My SQL / SQL
- R
- CRM
- Data Quality Assurance

- Data Cleaning
- Agile Methodology
- Google Analytics
- Predictive Modeling and Optimization
- Data Mining
- Natural Language Processing

- Data Warehousing
- ETL (Extract, Transform, Load) Processes
- Dashboard Design
- KPIs/OKRs Definition
- GCP (BigQuery)
- Reporting Automation

EXPERIENCE

1. Data Analyst - Alkhidmat Welfare UK (Part time) *(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.
- Collaborated with cross-functional teams to solve business challenges, aligning data analytics with organizational goals and driving impact through data-driven insights.

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 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.
- **Executed data-driven features** in web applications, enriching user experience and visualization.
- **Applied robust security measures** to ensure data integrity and protect user privacy.

PROJECTS

1. [Speech Recognition automatically by using Artificial Neural Network](#)
2. [Predicted Customer Churn in the Telecommunications Industry using Bayesian Networks and Classification](#)
3. [Salary Prediction of an Adult by using Machine Learning Algorithms](#)
4. [Analyzing Video Game Sales Data using PySpark and Tableau](#)
5. [Implemented Search Engine with Document Clustering](#)
6. [Analysing Coffee Shop Sales by Using Advance Excel Techniques](#)
7. [Analysing Beverage Sales Analysis by Data Visualization](#)

LICENSES & CERTIFICATIONS

1. [Learning Data Analytics: 1 Foundations](#)
2. [Learning Data Analytics Part 2: Extending and Applying Core Knowledge](#).

EDUCATION

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

- **Big Data Analyst & Data Visualization (Distinction);** Demonstrated proficiency in conducting large datasets, data cleaning, data transformation, and advanced visualization techniques.
- **Modelling & Optimization Under Uncertainty (Distinction)**; Conducted advanced Machine Learning techniques, predictive modeling, and optimization methods for customer retention.
- **Information Retrieval (Distinction);** Conceptualized retrieval algorithms, Document Clustering techniques, and data mining for improved search performance.
- **Individual Research Project (Distinction);** Employed advanced machine learning algorithms, statistical analysis, and data-driven insights for comprehensive analysis.

2. University of Management and Technology, Pakistan *(September 2017- December 2021)*
BSc in Computer Science (2:2)