Data Analyst/ Business Analyst

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https://ibrahim-khawer.github.io/portfolio/

MUHAMMAD IBRAHIM KHAWER

Skills

- Programming: Python (Pandas, NumPy,Matplotlib, Seaborn)
- Databases: SQL (SQL Server, MySQL)
- Visualization: Tableau, Microsoft Power BI
- Tools: Excel, Git/GitHub, API Integration
- Analytical: Statistical Analysis, A/B Testing, Data Cleaning,ETL

Projects

A/B TESTING FOR MARKETING CAMPAIGNS (PYTHON | STATISTICS)

- Validated that commercial ads convert **43% higher** than PSAs by conducting a two-proportion Z-test on **588K+ marketing interactions**, enabling confident budget allocation decisions.
- Optimized campaign timing by identifying conversion peaks on **Mondays/Tuesdays** and at **4 PM & 8 PM** through time-series analysis, increasing user engagement efficiency.
- Demonstrated the impact of repeated ad exposure on conversions, informing strategies to enhance user engagement and maximize ROI.

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E-COMMERCE PERFORMANCE OVERVIEW (PYTHON | POWER BI)

- Uncovered revenue drivers and customer segments by analyzing **3,900+ transaction**s with Python and Power BI, improving marketing targeting and pricing strategies.
- Built a **data cleaning and feature-engineering pipeline** (imputation, age grouping, purchase frequency standardization), ensuring reliable analysis for actionable insights.
- Designed an interactive Power BI dashboard highlighting **subscriber behavior, discount sensitivity, and top-performing products,** enabling stakeholders to implement loyalty programs and optimize discount strategies.

BRITISH AIRWAYS REVIEWS ANALYSIS (TABLEAU)

- Identified **critical service gaps** by analyzing **2,000+ passenger reviews**, revealing entertainment systems as the lowest-rated feature and cabin staff as the strongest driver of satisfaction.
- Developed an interactive Tableau dashboard with **aircraft-type and traveler-type filters, geospatial mapping, and rating trends,** facilitating rapid operational and strategic decision-making.
- Recommended targeted service improvements, including in-flight entertainment upgrades and leveraging staff excellence in marketing campaigns, to boost customer loyalty and satisfaction.

Education

ASSOCIATE OF SCIENCE IN COMPUTER SCIENCE – Houston City College – Houston, TX

BACHELOR'S IN ARTIFICIAL INTELLIGENCE – FAST National University – Karachi, Pakistan

Certifications

Data Science & Analytics - HP
Python (Basic) - HackerRank
Data Analytics Bootcamp