# Ahnaf Haidar

Data Analyst

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## SUMMARY

- Results-driven data professional with a strong background in analytics, database management, and visualization. Experienced in SQL, Python, and business intelligence tools to transform complex datasets into actionable insights. Adept at applying statistical techniques and machine learning methods to support data-driven decision-making across diverse industries.

## SKILLS

- Programming & Tools: Python (Pandas, NumPy, Matplotlib, Scikit-learn), SQL, Git/GitHub
- Data Analysis & Visualization: Excel (Advanced), Power BI, Data Cleaning, ETL, Statistical Analysis
- Databases: MySQL, PostgreSQL

## PROFESSIONAL EXPERIENCE

**Freelance Data Analyst | Upwork (Remote) | Jun 2024 – Jan 2025**

- Revised bullet point: Collected, cleaned, and analyzed over 200K rows of data using SQL and Python, resulting in improved data accuracy and providing actionable insights that enhanced business decision-making.
- Designed and maintained automated Power BI dashboards to track KPIs (CAC, ROAS, lead conversion), reducing manual reporting time by 50%.
- Developed a K-Means clustering model to refine audience segmentation, improving campaign CTR by 18%
- Collaborated with marketing and sales teams to translate business needs into actionable, data-driven solutions.

## PROJECTS

**Market Basket Analysis | Python, SQL | 2024**
- Discovered key product pairings from 50K+ retail transactions, supporting cross-selling strategies and boosting potential bundle sales by ~12%.

**Suicide Data Analysis | Python (Pandas, Matplotlib), Data Visualization | 2024**

- Analyzed 30 years of global suicide data (100K+ records) and built visualizations highlighting high-risk groups, aiding mental health awareness efforts.

## EDUCATION

**Bachelor of Informatics Engineering | Expected Graduation: 2028**
*University of Darussalam Gontor, Ponorogo, Indonesia*

- Relevant Coursework: Statistics, Database Systems, Data Mining, Machine Learning, Data Structures & Algorithms

## CERTIFICATIONS

- SQL Certification | Programming Hub | Mar 2025
- RDBMS Certification | Programming Hub | Feb 2025
- Programming with Python | Dicoding | Nov 2024
- Data Science & Analytics | HP Foundation | Oct 2024