

Saafir Hale

Atlanta, GA • (408) 337-7841 • saafirhale@gmail.com • [linkedin.com/in/saafir-hale-187022281](https://www.linkedin.com/in/saafir-hale-187022281)
• <https://saafirhale.github.io/AnalyticsPortfolio/>

Data Analyst

Passionate professional with a track record in identifying project efficiencies, seeking to start my career as a Data Analyst. Completed two data analytics certifications in 6 months, excelling in data management, analysis, and multiple programming languages. From 2021 to 2023, engineered LLM prompts to increase data findings by 40%.

WORK EXPERIENCE

Publix Super Markets • Atlanta, Georgia, United States • 11/2022 – Present

Produce Clerk

- Utilize strong attention to detail to carefully inspect and select the freshest and highest quality products for customers.
- Work efficiently and effectively, often under tight deadlines and in high-pressure situations, including 4 inventory audits in 10 months.
- Provide exceptional customer service by answering customer questions and making nearly 100% accurate product recommendations.
- Identified areas for improvement in the department, such as which produce sells quickly and which items need to be stocked frequently, reducing the backlog by 15% in 9 months.

Self-Directed Learning • 01/2021 – Present

Skill Development

- Created 6,000+ images using Midjourney, Dall-E, Stable Diffusion, CLIP+VQGAN for NFT-based projects on OpenSea, Objkt, and Foundation.
- Helped develop and maintain a Shopify store and turn AI artworks into products, whilst utilizing LLMs to increase shop visits by 77% in 6 months.
- Built and set up a Twitter account with 470+ followers, followed by top AI Artists and Researchers such as Robert Scoble, Brittany Pierre, Tim Simpson, Charlesai.eth, and Luciano.

EDUCATION

Bachelor of Science – BS in Cybersecurity and Information Assurance

Western Governors University • 10/2023 – Present

High School Diploma

Penn Foster Group • 06/2018

CERTIFICATIONS

Google Data Analytics Professional by Google

Coursera • 04/2022

Sports Performance Analytics by University of Michigan

Coursera • 04/2022

PROJECTS

NHL Outcome Prediction Model (University of Michigan – Sports Performance Analytics)

04/2022

Used Pandas, NumPy, and SciKit-Learn to split the 2017 NHL data into training and test datasets. Built a prediction model using SciKit-Learn's GridSearchCV and DecisionTreeClassifier. The model created had an accuracy score of 53.1 % in predicting the game outcome of the 2017 NHL season.

Bellabeat Fitness Tracker (Google Data Analytics Professional Certificate)

04/2022

Imported hundreds of thousands of data to analyze the relationships from tracking data. Used R to clean, analyze trends, and design visualizations. Translated data into actionable questions, i.e. Do daily steps affect sedentary time?

Cyclistic Bikeshare (Google Data Analytics Professional Certificate)

03/2022

Analyzed 12 months of data to gain actionable insights on users. Utilized Excel and R for data cleaning and data visualization. Successfully discovered repetitive user habits and daily usage, for Cyclistic subscription to shift bike share memberships.

Covid-19 Data Exploration

02/2022

Collected millions of global Covid-19 data from a verified data source. Analyzed and formatted data in Microsoft SQL Server and Excel. Utilized Tableau to create a global Covid-19 dashboard.

Fetch App (ServiceNow Developer)

11/2019

Used the ServiceNow GlideAjax API to create an application called Fetch. The Fetch app allowed pet adoption centers to automate the pet adoption request process. Created two tables, one for dogs to be adopted and the other for adoption centers. Also created UI pages for both tables. Utilized JavaScript in ServiceNow Script Includes to create new dog records, send email notifications after UI action events, form user prompts for user information, and automate response follow-ups.

Rotten Potatoes on Game Reviews (ServiceNow Administrator)

09/2019

Configured and imported databases on the ServiceNow Platform for Rotten Potatoes on Game Reviews. Customized the layout of the form and list tables of both Reviews and Games. Curated an Administration Group for Reviewers, and automated Game Review approvals with a custom workflow. Setup Business Rules, UI Policies, and UI Actions for Rotten Potatoes Reviews.

SKILLS

Angular, Artificial Intelligence, ChatGPT, Data Science, Exploratory Data Analysis, GlideAjax API, Google GenAI Studio, Google Vertex AI, GridSearchCV, HTML, JavaScript, Large Language Models (LLM), Microsoft Excel, Microsoft Office, Microsoft SQL Server, Midjourney, Pandas (Software), Powerpoint, Python, RStudio, ServiceNow, Stable Diffusion, Strategy, Tableau