UMAR FAROOQ

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SUMMARY

Data Analyst with an aptitude for problem solving and identifying new opportunities for growth, based on data analysis. Understands the importance of deadlines and efficient team-work in the technology sector based on agile working methodologies. Able to critically analyze business problems from a multifaceted approach.

TECHNICAL SKILLS

Languages: Python, JavaScript, R, VBA, HTML5, Bootstrap CSS | **Libraries:** Pandas, Matplotlib, Leaflet, Plotly, D3, SQLAlchemy, Flask | **Databases:** SQL – PostgreSQL, NoSQL - MongoDB | **Applications:** Tableau, Excel, Adobe Photoshop, Adobe Premiere Pro, WordPress | **Skills:** Data Visualization and Analysis, JSON Data Parsing, Web Scraping, Geo Mapping | **Familiarity:** Machine Learning, Big Data, PySpark

TECHNICAL PROJECTS

Analyzing BillBoard Top 100 Artists 1999 - 2019 | bit.ly/BillBoardTop100 | bit.ly/BillBoardDashboard
- **Tools:** Python, JavaScript, VBA, d3.js, HTML5, Bootstrap CSS, Flask, SQL, AWS, Heroku
- Used 1999-2019 Billboard Top 100 Artists data to create interactive dashboard analysing different attributes of 1000+ artists. Used machine learning to create a prediction model for a hit song based on attributes.
- Developed the artist search bar for the dashboard, the attributes line chart and bar chart race in Tableau. Helped with website bug fixes, deployment and overall design.

Analyzing US Land Fires 2013 - 2017 | bit.ly/fire_github | bit.ly/fire_project
- **Tools:** Python, JavaScript, Leaflet.js, d3.js, HTML5, Bootstrap CSS, Flask, SQL
- Used 2013-2017 US Land Fires data to create interactive visualizations to determine causes of fires and number of fires in different states between 2013-17.
- After cleaning data required for choropleth, developed a choropleth map highlighting the total number of fires in the US states between 2013-17. Helped with website bug fixes and deployment.

ETL Tesla Stock Price and Elon Musk Tweets | bit.ly/etl_github | bit.ly/etl_project
- **Tools:** Jupyter Notebook, Python, SQL, HTML5, Bootstrap CSS
- Extracted Tesla stock data from Yahoo Finance and scrapped Elon Musk tweets to transform data into one large dataset, and finally loaded the combined data on PostgreSQL.
- Helped in combining data using Pandas library and developed the project's website.

NBA 2020 Winners Prediction | bit.ly/nba_prediction
- **Tools:** Jupyter Notebook, Python, JSON Data Parsing, Matplotlib
- Used NBA 2020 players stats and games data to develop a winning equation to predict 2020 NBA winners.
- Carried out linear regression on win vs 'other factors' to calculate a winning equation.

RELATED WORK EXPERIENCE

Habib Rafiq Pvt. Ltd. | Pakistan | **Digital Marketing Manager** | 2016 – 2020
- Launched a successful 3000 Acres real-estate project and established a robust digital marketing team to achieve monthly cumulative sales in excess of 1 million USD.
- Developed, executed & managed various digital marketing & online sales strategies of the project, "Capital Smart City - Islamabad".
- Managed online sales & referred serious clients to the sales team for finalization. Developed weekly sales analysis and reports for Directors.

Samsons Group of Companies | Pakistan | **Corporate Affairs Executive / Digital Marketing Specialist |** 2015 – 2018

- Successfully managed to publish 100+ English and Urdu articles and advertisements campaigns in different newspapers nation-wide. Managed public relations and media communication for the whole group.
- Re-launched and increased monthly online sales of the special project by 500% by advertising on various digital marketing platforms.
- Was assigned additional responsibility of Digital Marketing Specialist for one of the projects of the company.

Goghoom.com, Trechnology **|** Pakistan | **Product Development and Innovation Manager |** 2014 – 2015
- Successfully launched the website with an inventory of 500 hotels across Pakistan.
- Worked in multiple shoes for a hospitality industry startup.
- Managed key product development life-cycles and after customer feedback, coordinated with the software development team to add/remove/update features for better UI/UX of the website. Also, on-boarded hotels inventory for the website by negotiating booking rates with different hotels.

OTHER WORK EXPERIENCE

Pakistan Services Limited, Hashoo Group | Pakistan | **Assistant Manager Corporate Affairs |** 2018 – 2019
- Successfully purchased and got approvals of land worth USD 10 Million for a multimillion-dollar luxury-apartments project.
- Connected and cooperated with various Government and Public officials for approvals of various projects. After research, compiled data for presentation and approvals from various Authorities.

EDUCATION

University of Texas, Austin | Certificate in **Data Analytics and Visualization Bootcamp** | Oct - 2020
Boston University | **Digital Product Management, MicroMasters via Edx** | Completion expected March - 21
Lahore University of Management Sciences **| Bachelor of Arts – Politics and Economics** | June - 2014