

UMAR FAROOQ

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SUMMARY

Data Analyst with a marketing background and an aptitude for problem solving and identifying new opportunities for growth. 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.

RELEVANT TECHNICAL SKILLS

Languages: Python, JavaScript, R, VBA, HTML5, Bootstrap CSS | **Libraries:** Pandas, Matplotlib, Leaflet, Plotly, D3, SQLAlchemy, Flask, PySpark, Scikit Learn, Hadoop | **Databases:** SQL – PostgreSQL, NoSQL - MongoDB | **Applications:** Tableau, Excel | **Skills:** Data Analysis & Visualization, Predictive Analytics, Big Data Analytics.

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 analyzing different attributes of 1000+ artists. Used tensorflow and KNN classifier to create machine learning predictive model with 69% accuracy to predict a hit song based on given attributes.

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.

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.

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 predict winners of NBA 2020 season.

RELATED WORK EXPERIENCE

Freelance | **Web Developer & Designer** | 2016 – Present

- Develop & design static websites using WordPress, HTML5 & CSS for numerous clients.

Habib Rafiq Pvt. Ltd. | **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 & sales strategies for the company's project.
- Developed weekly sales and marketing analytics report for allocation of budgets and calculating marketing campaigns effectiveness and return on investment.

Samsons Group of Companies | **Digital Marketing Specialist** | 2015 – 2018

- Re-launched and increased monthly online sales of the special project by 500% by advertising on various digital marketing platforms.
- Developed weekly marketing and sales analytics reports, which included advertising budget allocation for future campaigns and Return on Investment from past campaigns.

Goghoom.com, Trechnology | **Product Development and Innovation Manager** | 2014 – 2015

- Successfully launched the website with an inventory of 500 hotels across Pakistan.
- 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.

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 - 2021

Lahore University of Management Sciences | **Bachelor of Science – Politics and Economics** | June - 2014