

# 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.

## RELEVANT 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](https://bit.ly/BillBoardTop100) | [bit.ly/BillBoardDashboard](https://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](https://bit.ly/fire_github) | [bit.ly/fire\\_project](https://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](https://bit.ly/etl_github) | [bit.ly/etl\\_project](https://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](https://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

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 & online sales strategies of the project, "Capital Smart City - Islamabad".
- Managed online sales and advertisements, and developed weekly sales analysis and report for the Directors.

Samsons Group of Companies | **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.
- 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.
- 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 | **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 - 2021

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