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. Understand the importance of deadlines and efficient team-work in the technology sector based on lean, agile and six sigma principles. 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, Scipy, Scikit Learn | **Databases:** SQL – PostgreSQL, NoSQL - MongoDB | **Applications:** Tableau, Excel, Adobe Photoshop, Adobe Premiere Pro, WordPress | **Skills:** Data Analysis and Visualization, Predictive Analytics, Big Data Analytics | **Familiarity:** Machine Learning Algorithms, Tensorflow

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, Tensorflow
- Used 1999-2019 Billboard Top 100 Artists data to create an interactive dashboard which compares, visualizes and analyses attributes of top music artists.
- Created a 68% accurate machine learning model, with tensorflow and KNN classifier, to predict songs success.
- Developed the artist search bar for the dashboard, the attributes line chart and bar chart race in Tableau.

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 visualize the causes and number of land fires in the US between 2013-17.
- Developed a choropleth using leaflet.js to map and visualize states with most fires.

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.
- Used python and sqlalchemy to transform and load data on SQL server.

NBA 2020 Winners Prediction | bit.ly/nba_prediction
- **Tools:** Jupyter Notebook, Python, JSON Data Parsing, Matplotlib, SciPy, NumPy, Linear Regression
- 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 formulate a winning equation for the predictive model.

RELATED WORK EXPERIENCE

Freelance | **Web Developer & Data Analyst** | 2016 – Present
- Completed numerous web-development and analytics projects with 95% client satisfaction rate.

Habib Rafiq Pvt. Ltd. | **Digital Marketing Manager** | 2016 – 2020
- Launched a successful 3000 Acres real-estate project and established a robust digital marketing team.
- Developed weekly sales and marketing analytics reports for advertising budget forecasting and allocation.
- Analyzed marketing campaigns effectiveness and return on investment for better decision making.

Samsons Group of Companies | **Digital Marketing Specialist |** 2015 – 2018
- Re-launched and increased monthly online sales of the project by 500% via digital marketing platforms.
- Developed weekly marketing and sales analytics reports, which included campaign results analysis, advertising budget allocation and calculation of 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 update features for better UI/UX of the website.

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