UMAR FAROOQ

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SUMMARY

Data Insights and Analytics specialist, adept in data driven decision-making with strong written and verbal communication, problem solving and analytical thinking skills. Highly motivated and passionate about learning, developing and applying predictive analytics models with great attention to detail to achieve maximum accuracy. Understand the importance of meeting deadlines and efficient team-work in the technology sector based on lean, agile and six sigma principles.

RELEVANT TECHNICAL SKILLS

Languages: Python, JavaScript, VBA, HTML5, Bootstrap CSS | **Libraries:** Pandas, Matplotlib, Leaflet, Plotly, D3, SQLAlchemy, Flask, PySpark, Scipy, Scikit Learn, Hadoop | **Databases:** SQL – PostgreSQL, NoSQL - MongoDB | **Applications:** Tableau, Excel, Power BI | **Skills:** Data Analysis, Data Visualization, Predictive Analytics, Big Data Analytics, Geo-mapping, Web scrapping | **Familiarity:** Machine Learning Algorithms, Tensorflow, Keras, R, Data Mining, GeoJson, JSON data parsing, Google Analytics, Facebook Pixel

TECHNICAL PROJECTS

Analyzing BillBoard Top 100 Artists | bit.ly/BillBoardTop100 | bit.ly/BillBoardDashboard
- **Tools:** Python, JavaScript, VBA, d3.js, HTML5, Bootstrap CSS, Flask, SQL, AWS Cloud, Heroku, Tensorflow
- Used Billboard Top 100 Artists datasets to create an interactive dashboard which compares, visualizes and analyses attributes of top music artists between 1999 to 2019.
- Created a 68% accurate machine learning model, using tensorflow and KNN classifier, to predict songs success and bar chart race using business intelligence software Salesforce Tableau
- Used python, advance SQL queries and SQLAlchemy to create APIs for front-end data queries and visualization.
- After merging multiple Spotify data sets used SQL data manipulation and data validation techniques to clean, optimize and enhance data quality.

Analyzing US Land Fires | bit.ly/fire_github | bit.ly/fire_project
- **Tools:** Python, JavaScript, Leaflet.js, d3.js, HTML5, Bootstrap CSS, Flask, SQL
- Used US Land Fires data to create interactive visualizations for the causes and number of land fires in the US from 2013 to 2017.
- Used leaflet.js to map land fire locations using GeoJson of states and fire coordinates, and made choropleth of states with most fire reported over the time period.
- Used d3.js to augment and develop data reporting tools that automate and streamline data visualization using RestAPI.

ETL Tesla Stock Price and Elon Musk Tweets | bit.ly/etl_github | bit.ly/etl_project
- **Tools:** Jupyter Notebook, Python, SQL, HTML5, AWS cloud, Bootstrap CSS
- Used python to extract data of Tesla stock from Yahoo Finance and scrapped Elon Musk tweets to develop an automated data pipeline after loading the combined and cleaned data on AWS cloud data warehouse and data management solution using SQL.
- Used python, advance SQL queries and SQLAlchemy to transform and load the large database 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 statistics and games data to develop a winning equation to predict 2020 NBA winners.
- Carried out programming / statistical modeling techniques on win vs 'other factors' to formulate multiple linear regression prediction model.
- Carried out statistical significance test by calculating P-Value, R-Square, Chi-Square and T-test on sample / testing data.

RELATED WORK EXPERIENCE

Tiger Pistol | **Data Analyst SaaS** | 03/2021 – Present
- Develop interactive reports and dashboards in Tableau to represent platform data for clients and internal teams.
- Use PostgreSQL and SQL Server to query the database for required data for Tableau Reports
- Use PySpark Library in Python to develop scripts for automated reporting from platform to internal teams.
- Develop predictive models using Python and Tableau to help clients understand their data and modify their inputs to achieve better results on the company's platform.

Habib Rafiq Pvt. Ltd. | **Digital Marketing Manager** | 01/2016 – 02/2020
- Launched a successful 3000 Acres real-estate project and established a robust digital marketing team.
- Used complex data sets of customers to create targeted customer relational databases in SQL for different sales, advertisement and marketing campaigns.
- Assisted with processes for customer data collection and data modeling to preserve data integrity and formatting.
- Researched and explored consumer data received from sales team to discover and identify patterns, meaningful relationship, anomalies and trends which can be applied to optimize future marketing campaigns.

- Used web analytics tools like Google Analytics and Facebook Pixel to develop weekly sales and marketing analytics reports for comparison with business Key Performance Indicators to influence stakeholders pricing and strategy for different products using data-driven decision making techniques.
- Made presentations to internal and external stakeholders reporting on the project needs and requirements, fulfillment of desired sales and marketing metrics and informing them about future business strategy and project roadmap.

Samsons Group of Companies | **Digital Marketing Specialist |** 05/2015 – 09/2018
- Re-launched and increased monthly online sales of the project by 500% via digital marketing platforms.
- Developed weekly marketing and sales analytics reports, reporting campaign results analysis, advertising budget allocation and calculation of return on investment from past campaigns to improve business strategy based on data-based decision making.
- Worked proactively with cross-functional teams to execute sales, marketing and technology-based activities to drive results through all channels.

Goghoom.com, Trechnology | **Product Development and Innovation Manager |** 07/2014 – 03/2015
- Successfully launched the website with an inventory of 500 hotels across Pakistan.
- Managed key product development life-cycles and investigated customer feedback to identify growth prospects.
- Worked in collaborative partnerships with Finance, Creative, Marketing and Engineering teams to identify important research questions, validate hypotheses using data and find actionable product insights for any enhancements in website features.
- After A/B testing and collaborative data analysis, added comments feature for better user interaction on the platform.

EDUCATION

University of Texas, Austin | Certificate in **Data Analytics and Visualization Bootcamp** | October 2020
Lahore University of Management Sciences **| Bachelor of Science – Politics and Economics** | June 2014