


USMAN AKRAM

Design | Data Analyst

CONTACT

usman.akram96@gmail.com 

(281) 235-8566 

Houston, TX 

[LinkedIn](#) 

[GitHub](#) 

[Website](#) 

EDUCATION

B.S.

Mechanical Engineering

University of Texas

August 2018 – May 2023

Houston, TX

SKILLS

Programming: Python (Scikit-learn),
SQL

Data Visualization: Tableau, Excel,
Google Sheets, Matplotlib

Modeling: Logistic regressions, linear
regressions, decision trees

Product Analytics: Google Analytics,
A/B Testing & Experimentation

WORK EXPERIENCE

NLP Data Analyst

WeLocalize

February 2019 - Current / Houston, TX

- Analyze data for localization services adhering to quality standards and improve artificial intelligence relevancy rate by 38%
- Employed knowledge of localized culture and language traits for analytical purposes and increased AI accuracy by 12%
- Write and report relevant bugs and errors through the client internal issue tracking database

Technical Data Advisory Consultant

Brink's Home Security

August 2018 - February 2019 / Houston, TX

- Built data models and maps to generate meaningful insights from customer data, boosting successful sales efforts by 23%
- Modeled targets likely to renew, and presented analysis to leadership, which led to a YoY revenue increase of \$80K
- Compiled, studied, and inferred large amounts of data. Modeling information to tailor, design, and drive client security system pricing
- Worked with less experienced consultants and mentored new hires with clients while retaining a high value experience with stakeholders

Operations Manager

Brookstone

July 2015 - June 2018 / Houston, TX

- Devised KPIs using SQL across company website in collaboration with storefront team members to achieve a 120% jump in organic traffic based on concurring holidays and events
- Analyzed, documented, and reported day-to-day expense reports and feedback results to improve customer retention processes by 18%
- Collaborated with analyst team to oversee end-to-end process surrounding customers' peak interactions with company-wide marketing
- Worked with finance, sales, and operations to update and maintain manuals and SOPs