

# Vajiha Hameed-Ali

## Senior Customer Analyst

Inquisitive data analyst with 10 years experience interpreting marketing data to solve business problems through insights.

 [vajihahameed@gmail.com](mailto:vajihahameed@gmail.com) |  07917 842480 |  [vajihahameed.github.io](http://vajihahameed.github.io) |  [github.com/vajihahameed](https://github.com/vajihahameed)

### Skills

**Languages:** Python, SQL, HTML

**Framework:** NumPy, Pandas, Matplotlib, Seaborn, Plotly, Scikit-Learn, BeautifulSoup, SciPy, Jupyter, Excel, Salesforce, Tableau, Alteryx, Azure Data Factory, Power BI, Databricks

**Data:** Data mining, exploration and visualisation, web-scraping, statistical modelling, machine learning

### Work Experience

Aug 2022 - Present **Senior Customer Analyst | Specsavers**

- Leading on analytical solutions to support regional marketing stakeholders and help shape strategy
- Working with the global community on customer analytical roadmaps and best practice
- Crafting and delivering compelling, insightful and persuasive data storytelling presentations
- Line management of junior team members, improvement of internal processes and data quality.

2020-2022 **Senior Data Analyst | Anthony Nolan**

- Data lead for the Operations division, managing a team of 4 data analysts
- Responsible for implementation and improvement of data strategy within the division
- Working with internal stakeholders to gather requirements, improve data literacy and deliver training
- Project management of migration from Alteryx to ADF and Tableau to Power BI
- Creating self service analytics, alongside predictive modelling techniques to aid acquisition and retention
- Improvement of Data Governance and management.

2019-2020 **Data Analyst | Portfolio of projects ([vajihahameed.github.io](http://vajihahameed.github.io)) include:**

- Cancer diagnosis and survival across the UK by cancer type, age, gender and region
- World happiness report 2019, ranking and creating a dashboard using Tableau
- Analysis of Michelin starred restaurants worldwide, involving extensive web-scraping
- Analysis & statistical testing of significance of the access to mental health services by BME communities in the UK.

2014-2019 **Community Fundraising Manager | The Brain Tumour Charity**

- Spearheaded data and market analysis, identifying key metrics and trends to aid acquisition and retention, working with structured and unstructured data
- Lead on strategy, workflow and implementation of key marketing campaigns across the UK
- Database team lead - Data reporting, training and data management
- Managed a team of 5 across half of the UK, responsible for income target of £1.5m across the region
- Relationship management with key stakeholders, presenting in front of large and small audiences.

2012-2014 **Charity Validation Executive | Localgiving**

- Trend analysis in charitable giving, memberships and customer acquisition
- Executed and managed validation process ensuring eligibility, HMRC and governance compliance
- Line management and account management of stakeholders and external partners, including training.

### Education

2007-2011 **Mathematics BSc (Hons), University of Nottingham**

### Certifications and Courses

2021 **Agile Awareness**, Quanta

2021 **PowerBI**, Pluralsight

2021 **ADF**, Pluralsight

2020 **Tableau A-Z**, Udemy

2020 **Tableau Advanced Training**, Udemy

2019 **Data Science Track**, Codecademy

2018 **Data Security Awareness Level 1**, NHS Digital

2017 **Diploma in Fundraising**, Institute of Fundraising

2017 **Management Training**, Sharpstone Skinner