Vajiha Hameed
Data Analyst

Inquisitive data analyst with 6 years experience interpreting data to solve business problems through insights. Having focused solely in the last year on enhancing my self-taught programming and technical skills, I am now seeking a full time analyst role.

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⬡ Skills

Languages: Python, SQL, HTML

Framework: NumPy, Pandas, MatPlotLib, Seaborn, Plotly, Scikit-Learn, BeautifulSoup, SciPy, Jupyter, Excel, Salesforce

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

⬡ Work Experience

Aug 2019 - Present

Data Analyst | Portfolio of projects (vajihahameed.github.io) including:

- **Analysis of Michelin starred restaurants worldwide**:
  Extensive web-scraping, data cleaning and data analysis of unstructured data to establish patterns and correlation across The Michelin Guide world-wide and The World's 50 Best Restaurants using Plotly, Pandas and BeautifulSoup.
- **Mental health services access by BME population**:
  Analysis and statistical testing of significance of the access to mental health services by BME communities in the UK, using Python, MatPlotLib and SciPy.
- **House prices predictor**:
  Predicting Iowa house prices using advanced regression techniques in Sci-Kit Learn. Data exploration using Python, Seaborn, NumPy and Pandas.

2014-2019

Community Fundraising Manager | The Brain Tumour Charity

- Spearheaded data and market analysis, identifying key metrics and trends. Proposed and implemented 3 new initiatives into the Community Fundraising strategy, increasing acquisition and retention by 25%.
- Working with structured and unstructured data, analysed The Twilight Walk series, where insights and proposals resulted in a 200% increase in participation the following year.
- Database team lead - Data reporting, presenting business proposals to management, creating Excel and Salesforce dashboards, training team members on improving data management.
- Managed a team across half of the UK, responsible for income target of £1.5m across the region.
- Lead on strategy, workflow and implementation of key fundraising campaigns across the UK.
- Built and maintained close relationships with key stakeholders.
- Presenting in front of large and small audiences.
- Emotional support to those affected by a brain tumour.

2012-2014

Charity Validation Executive | Localgiving

- Analysed trends in charitable giving across London boroughs, implementing a business plan to attract more BME donors and subscribers to the platform.
- Data analysis of charity memberships
- Executed and managed validation process ensuring eligibility, HMRC and governance compliance
- Line management
- Built library of workflows and models to ensure consistent business management
- Account management of stakeholders and external partners
- Development and delivery of fundraising, social media and marketing training to charity members.

⬡ Education

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

⬡ Certifications and Courses

2019 **Data Science Track**, Codecademy
2018 **NHS Data Security Awareness Level** 1, NHS Digital
2017 **Diploma in Fundraising**, Institute of Fundraising