Zaheera Hanif

JUNIOR DATA ANALYST

CONATACT

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Mission-driven Data Analyst skilled in uncovering actionable insights through data cleaning, analysis, and visualization. Proficient in SQL, Power BI, and Python, with experience integrating APIs and building dashboards to support decision-making. Passionate about using data for social impact and committed to continuous learning.

Skills

- **Data Analysis & Visualization:** Python (Pandas, NumPy), SQL, Power BI, Tableau, Looker Studio, Matplotlib, Seaborn
- **Data Engineering & Integration:** Web Scraping, Rest APIs, OpenRefine, Mockaroo (Synthetic Data Generation)
- **Machine Learning:** Scikit-learn
- **Soft Skills:** Data storytelling, Problem-solving, attention to details, strong communication & collaboration, continuous learning, multi-tasking

Experience

Research & Data Analyst Intern
ByteAim | April 2025 – July 2025
- Extracted and cleaned NGO data from PDFs for the Amdad project
- Stored structured data in PostgreSQL for analysis
- Identified high-budget NGOs and managed outreach tracking
- Refined data collection forms and followed up on missing info via email

PROJECTS

Retail Sales Analysis
- Collected and analyzed sales data on product performance, customer segmentation, and revenue trends
- Visualized insights with **Python** (Seaborn, Matplotlib) and built a **Power BI** dashboard boosting efficiency 20%
- Prepared a PowerPoint report to summarize findings

Web Scraping & API Data Extraction
- Scraped e-commerce sites for pricing trends and reviews using **BeautifulSoup**
- Generated and analyzed sales data via Mockaroo API to identify consumer preferences

Education & Certificates

- **Professional Certificate in Data Science** – *Coursera, Aug 2024*
  - Python, SQL, data viz (Seaborn, Matplotlib), ML with Scikit-learn
  - Capstone in EDA and data storytelling

- **Excel Skills for Data Analytics and Visualization** – *Coursera, July 2025*
  - Pivot tables, formulas, dashboards, data cleaning

- **Data Modeling in Power BI** – *Coursera , June 2025*
  - Relationships, DAX, star schema, model performance

- **Machine Learning & AI** – *2025 (*E-Hunar)
  - ML algorithms, Python (Pandas, Scikit-learn), model training