SAIMA ABBAS

Residence: Burton-on-Trent, UK. **LinkedIn:** www.linkedin.com/in/saimaabbas52
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Profile:

I am a self-motivated data analyst with a diverse academic background spanning life sciences, English literature, and multimedia computing, complemented by specialised training in data analytics from London School of Economics and Political Science. I bring a highly analytical and detail-oriented approach to problem-solving, enabling me to uncover actionable insights from complex datasets. My strong communication and collaboration skills facilitate effective knowledge sharing and impactful storytelling. I thrive in dynamic environments, leveraging my adaptability, creativity, and persistence to drive positive outcomes.

Technical Skills:

- **Programming & Tools:** Python, SQL, R, GitHub
- **Data Analysis:** Data Wrangling & Cleaning, EDA, Statistical Analysis
- **Visualisation:** Tableau, Excel, Matplotlib, Seaborn
- **Machine Learning:** Sci-kit Learn, Predictive Analytics, Regression Models, Clustering, Sentiment Analysis, Decision Trees, Random Forests and NLP
- **Web Scraping:** Python (Beautiful Soup), APIs
- **Other Skills:** Presentation, Stakeholder Communication, Team Collaboration, Storytelling

Experience:

Data Analyst | London School of Economics and Political Science | London, UK | April – November 2024 | Grade: Distinction

- Utilised Scikit-learn, R (R-Studio) and Python libraries to analyse a gaming company's dataset and develop predictive models, using K-means clustering, Multiple Linear Regression (MLR), and Decision Trees. These models provided insights into customer loyalty points accumulation, forecasted trends and analysed customer reviews to enhance business strategies.

- Helped uncover trends in resource utilisation and missed appointments by analysing National Healthcare (NHS) dataset by applying Python, web scraping techniques and APIs. Additionally, investigated Twitter data to explore potential improvements in NHS staff efficiency and capacity planning.

- Conducted a comprehensive Excel and SQL-driven exploratory data analysis on a large dataset of a global supermarket. Presented engaging, interactive Tableau dashboards to non-technical stakeholders, demonstrating strong data storytelling capabilities. Highlighted the best-selling products and effective advertising platforms, and made recommendations to help supermarket increase its sales revenue and lead conversion rate.

- Led a team project for the Bank of England to analyse the correlation between central bank speeches and economic indicators using sentiment analysis and predictive modelling. Optimised team efficiency by implementing collaborative tools. Successfully integrated an overlooked library into the project code, earning commendation for attention to detail, and enhancing the final submission. Developed conflict resolution skills by maintaining a calm demeanour during tense situations, advocating for team inclusivity.

BSc (Hons) Multimedia Computing | Aston University | Birmingham, UK | 2014 - 2016

- **Final Year Project**: Developed and delivered a Health & Safety Induction Training System using PHP, MySQL, HTML5, CSS3, and JavaScript.

- **Group Project**: Assisted with the design and development of a cruise booking website, improving team efficiency by coordinating meetings and documenting project progress.

- Applied various data mining algorithms to a structured dataset using Weka (Machine Learning Software tool) as part of an assignment for Data Mining module.

Previous Professional Experience in Schools and Nursery

Grange Community School & Outwoods Primary School | Burton-on-Trent, UK | 2007-2011
Volunteer Teaching Assistant & Part-time Dinner Supervisor
The Capital Public School & OPF Girls | Islamabad, Pakistan | 1997– 1999
Primary Class Teacher
- Planned and delivered class lessons to a high standard, independently as well as by liaising with other teachers and assistants ensuring pupils received the support they needed and achieved academic goals. Adapted communication style to make sure everyone understood the lesson.
- Managed children's behaviour by listening and communicating messages clearly and with tact.
- Collected data on the children's progress and analysed this data to ensure the right support was being given.
- Maintained and updated accurate data for each student, demonstrating high levels of attention to detail and organisation skills.

Education & Qualifications:

London School of Economics & Political Science (LSE) | London, UK | Data Analytics Career Accelerator | April 2024 – November 2024 | Grade: Distinction

Aston University | Birmingham, UK | BSc (Hons) Multimedia Computing | 2014 - 2016

Staffordshire University | Stoke-on-Trent, UK | HND in Applied Information Technology | 2012 - 2014 | Grade: Merit

University of the Punjab | Lahore, Pakistan | MA English Literature | 1995 - 1997

University of the Punjab | Lahore, Pakistan | BSc (Zoology, Botany, Chemistry) | 1992 - 1995

Languages & Interests:

- English & Urdu.

- Reading tech blogs and fiction, cooking, baking cakes, stain-glass painting and badminton