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## ● WORK EXPERIENCE

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06/01/2021 – CURRENT – Lahore, Pakistan

**SALES PERFORMANCE ANALYST – FOODPANDA (DELIVERY HERO)**

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- Analyzing Sales Data to improve various KPI's such as basket size and revenue per order
- Leading a team of Junior Analysts who cater to ad hoc data analysis requirements of various departments
- Generating revenue from commission and non commission sources by identifying opportunities within the current client base
- Automated the entire commission calculation process saving 100+ man hours every month
- Created a tool for recommending better deals to restaurants using association rule mining leveraging SQL, Python and Tableau
- Optimized the current SQL codebase to save compute and query costs on google Bigquery leading to 10x improvements in costs and runtimes
- Created dashboards in Tableau connected to Google Bigquery via Custom SQL to provide self service analytics to our sales and operations teams leading to improvement in various processes such as reduction in onboarding duration

17/02/2020 – 01/04/2020 – Karachi, Pakistan

**SENIOR DATA ANALYST – TREEHOUSE EXATEX**

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- Working directly with clients to meet their data needs
- Delivered end to end Power BI dashboards from data integration and data cleaning to data presentation to clients

Karachi, Pakistan

18/02/2019 – 31/01/2020

**SENIOR OFFICER RESEARCH & DEVELOPMENT – BEACONHOUSE GROUP**

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- Maximizing the value of academic data through execution of exploratory data analysis
- Automated various reports such as O and A Level results saving hundreds of hours of manual work
- Analyzed student performance to help students choose better subjects in A Levels based on performance in O Level using historical data

Lahore, Pakistan

01/01/2017 – 18/02/2019

**REGIONAL OFFICER EXAMINATION – BEACONHOUSE GROUP**

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- Overseeing Examination Operations for 38 school branches in the central region
- Being responsible for introducing the current trends in data analysis, leading various analysis and reporting projects.
- Building dashboards for effective communication between the Business and the Marketing departments
- Working with the IT department to develop an Academic Reporting Software that delivers real-time analysis leveraging the database available

Lahore, Pakistan

01/07/2015 – CURRENT

**NOP STUDENT AMBASSADOR (VOLUNTEER) – LAHORE UNIVERSITY OF MANAGEMENT SCIENCES**

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- National Outreach Program (NOP) focuses on identifying bright students with outstanding results in matriculation/FSc and inducting them into the Undergraduate Program of Lahore University of Management Sciences(LUMS).The scholars that qualify as NOP are given full financial assistance.
- Being an NOP scholar, myself, I work as a volunteer and try to reach out to potential students by conducting orientation sessions in local schools

Lahore, Pakistan

## ● **EDUCATION AND TRAINING**

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01/09/2011 – 17/06/2015 – Lahore, Pakistan

**BSC. HONORS IN ECONOMICS AND POLITICS (JOINT MAJOR)** – Lahore University of Management Sciences

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05/2018 – Lahore, Pakistan

**5 ESSENTIAL TOOLS FOR BECOMING AN EMOTIONALLY INTELLIGENT LEADER** – Amal Academy

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This one-day training session by Benje Williams (Acumen Fellow) focused on Empathy, Verbal and Non-Verbal Communication, Relationship building, Leadership, Teamwork, Active Listening, and Feedback.

10/2018 – 11/2018 – Lahore, Pakistan

**BUSINESS INTELLIGENCE & ADVANCED ANALYTICS** – Lahore University of Management Sciences

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This six-week course taught by Data Scientists of Systems Pvt in cooperation with LUMS, focused on using modern techniques and tools like Jupyter Notebooks and Power BI to solve business problems.

## ● **DIGITAL SKILLS**

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Microsoft Excel | Microsoft Power BI | Python | SQL | TABLEAU