

# Noman Siddique

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## WORK EXPERIENCE

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### Data Analyst at Celaarix

Jan 2024 - May 2025

- Led data-driven analysis projects to uncover growth opportunities and improve revenue generation strategies through actionable insights.
- Collaborated with cross-functional teams to analyze market trends, optimize sales funnels, and develop frameworks for data-informed decision-making.
- Analyzed client data, performance KPIs, and usage patterns; delivered insights through quarterly business reviews to support service improvements and contract renewals.
- Mentored junior analysts on data cleaning, analysis techniques, dashboard creation (e.g., using Excel, SQL, or BI tools), and effective stakeholder communication.

### Full Stack Developer at The Apply Dreams

Jun 2023 - Dec 2023

- Design and develop scalable, component-based web applications that enhance user experience and performance using React, Pug, Tailwind CSS, Bootstrap, and JavaScript.
- Build responsive, dynamic, and accessible websites, ensuring seamless functionality across various devices and browsers.
- Work closely with UI/UX designers to transform wireframes into visually appealing, intuitive interfaces.

### Machine Learning intern at The Codealpha

February 2022 - March 2022

- Collaborated with senior data scientists to design and implement machine learning models for real-world applications.
- Developed, tested, and optimized machine learning algorithms using Python and popular ML libraries (scikit-learn, TensorFlow, or PyTorch).
- Engaged in team meetings, providing insights on model performance and suggesting improvements.

# PROJECTS

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## Saudi Arabia Economic Insights Dashboard - Python

[Preview](#)

- Developed a full-stack interactive dashboard visualizing key Saudi economic indicators using real data from the World Bank.
- Cleaned and merged multiple CSV datasets (GDP, inflation, population, oil rents) using Pandas for time-series analysis.
- Built interactive data visualizations and KPIs using Plotly and deployed the dashboard using Streamlit Cloud.
- Demonstrated core data analyst skills: data wrangling, visual storytelling, time-based filtering, and deployment of analytical tools.
- Implemented drill-down and drill-through functionalities to allow granular insights and user-driven exploration.

## Pizza Sales Analysis - SQL Project)

[Preview](#)

- Built and executed 13+ structured SQL queries to analyze a pizza delivery company's sales data.
- Explored customer behavior by identifying peak ordering hours and most popular pizza types and sizes.
- Used JOIN, GROUP BY, ORDER BY, RANK(), and window functions to uncover revenue trends and category-wise performance.
- Calculated average orders per day, cumulative revenue over time, and category distribution.
- Interpreted raw sales data into actionable insights for hypothetical business decision-making.

## Online Sales Analytics Dashboard – Power BI

[Preview](#)

- Designed and developed an interactive Power BI dashboard to analyze online sales data using advanced parameters, slicers, and custom visuals.
- Utilized Power Query for data transformation, including cleaning, shaping, and combining multiple data sources.
- Built custom visuals (bar, pie, donut, scatter, and map charts) and applied slicers, filters, and bookmarks for a dynamic user experience.
- Created advanced DAX measures for KPIs like total sales, profit margin, and category-wise performance tracking.
- Implemented drill-down and drill-through functionalities to allow granular insights and user-driven exploration.

- Built a dynamic Power BI dashboard to analyze key performance metrics and uncover business trends.
- Developed interactive visuals to track KPIs, trends, and performance breakdowns using slicers and drill-down features.
- Applied DAX for time intelligence, comparison measures, and category-level insights.
- Structured data models with proper relationships and filters for accurate, high-performance reporting.
- Focused on usability, performance optimization, and business storytelling through visual analytics.

## Safe Route Recommendation System

[Github](#)

- Developed a route safety recommendation system using Flutter, NLP, and Machine Learning.
- Analyzed crime rates along routes to provide users with safer path recommendations.
- Integrated Natural Language Processing (NLP) to enhance data interpretation and user interactions.
- Applied Machine Learning (ML) models to assess risk factors and optimize route suggestions.
- Utilized data science methodologies for crime pattern analysis and decision-making.
- Contributed to the full-stack development of the application, ensuring seamless user experience.

## EDUCATION

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Bachelor's in Software Engineering at **FAST NUCES University**

FSC Pre-Engineering at **Khyber Public School and College**

Matriculation at **Al Quran Beacon School and College**

## CERTIFICATIONS

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Data Analyst IP-300 from **Microsoft**

Foundation of Data Science from **Google**

JavaScript Certification from **HackerRank**

Python Certificate from **HackerRank**

Mobile Development Using Flutter from **FAST NUCES**

## TOOLS AND SKILLS

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Core Concepts/Interest	Data Analytics, Machine Learning, Natural Language Processing, Data Science
Data Analytics	Python, MySQL, Power BI, Tableau, Excel, Google Analytics
Web Development	HTML, CSS, PHP, Bootstrap, JavaScript, Pug, React, Tailwind, nodeJS, ReactJS, J query, Laravel, React Native
Programming Languages	C++, C, Java, .Net, Flutter , MongoDB
Platforms	Excel, Power BI, Git, Github, Google Colab, Kaggle, Jupyter Notebook