

FAARAN SALEEM

Contact Karachi, Pakistan | faaransaleem@gmail.com | +92-334-377-8107 | linkedin.com/in/faaran-saleem/

Overview

Data Analyst & Business Intelligence professional with 3+ years' experience

Advanced knowledge of Business Intelligence tools, experienced in cleaning, organizing, validating data from various sources. Transforming and generating actionable insights from the data through scripting in Python & SQL. Presenting information through reports and visualization using analytical tools for KPIs and data driven projects. Bridging the gap between technical and business teams, by translating requirements, to align data points and strategies. Open for relocation if required.

Work history

Ernst & Young (EY) - MENA. A professional services network

Nov 2020 – Present

Senior Data Analyst

- Lead a team of 6 to support the MENA practice in data extraction, transformation and loading of large volumes of financial data and supporting in delivering data analytics on audit engagements
- Supported maintained communication and updated senior team members on progress and establish internal relationships and where possible identify risks and escalate issues as appropriate

Daraz (Alibaba Group). A leading online marketplace in South Asia.

Oct 2019 – Nov 2020

Strategy & Planning Analyst

Key Achievements:

- Designed a causal model to forecast and plan increase in products on platform to ultimately improve **impressed to viewed products ratio by 3% and conversion rate by 0.5%.**

Key responsibilities:

- Revamped the **logic of Marketplace KPIs. Modelling and forecasting KPIs** to set optimal targets for regional marketplace division.
- Coordinated with **engineering team to revamp the existing ETL** for data points, requiring modifications, based on new business processes.
- Collaborated with **marketing team to provide visibility on the ROI** of marketing campaigns of promotional codes and vouchers.
- Testing and monitoring the underlying data, **assuring quality and optimizing the tables in data warehouse.** Designed and executed SQL queries for extraction of data upon ad hoc request of data.

Seller Performance Analyst

Key Achievements:

- Designed an ETL model and dashboard to provide visibility on a weekly basis to compliance team to **decrease product return rate from 5% to 3%, seller processing time from 3 days to 2 days and seller cancellation rate from 7% to 4%** to improve customer experience.
- Launched an initiative for seller performance optimization through targeting (SPOT) which saw an **average MoM uplift of revenue by 6% for sellers, seller retention rate to increase by 12% and seller churn rate to decrease by 7%.**

Key responsibilities:

- Lead a team of analysts **to understand business challenges, and provide data analysis and reporting for better decision making** to sub departments of Assortment, Compliance, Acquisition and Engagement.
- Engaged with management to **gather requirements for full cycle of data-driven/business intelligence projects**, i.e. design through exploratory data analysis, execute, monitor and evaluate using visualizations, and roll-out.
- Drive the **adoption of the data driven insights and recommendations** to stakeholders to improve Daraz Marketplace Performance through dashboards and monthly/weekly reports.

Work history **Data Engineer** **May 2019 – Oct 2019**
Astera Software. A global provider of enterprise-ready data management solutions.

- Support existing offshore clients with queries related to software and communicating bugs & issues to the Engineering Team.
- Integrating machine learning algorithms to enhance software features and create models for the clients according to their business requirements.

Work history **Data Analyst** **Sept 2018 – May 2019**
TEXT. A management consulting firm creating impact with the use of mobile.

- Owned the **design, development, and maintenance of on-going metrics, reports, dashboards** producing consumer insights for clients in Automotive and FMCG industry **resulting in 13% revenue** growth for the firm.
- Cleaned & Organize client's data in SQL database for **increasing marketing activities by 35%** using Microsoft Excel and Python Scripts.
- Assess data quality, identify gaps in the data, convert unstructured data into structured data and eliminate **irrelevant data to increase client's database by 18%**

Work history **Trainee Engineer Data Analyst** **Jul 2017 – Sep 2018**
K-Electric. A vertically integrated power utility for consumers of Karachi, Pakistan

- Analysed consumer data across different units to report the changes in consumer dynamics and **identify consumers with theft billing over 0.5 million.**
- Launched the initiative to **ensure correct mapping of 102,000 consumers resulting in an effective billing and consumer feedback system.**

Qualifications **Zero to Mastery Academy** July 2020
Certification: Complete Python Developer

Coursera 2018-2020
R-Programming, Getting and cleaning data – John Hopkins University
Advanced Machine Learning, Python for Applied Data Sciences – IBM
Managing Big Data with MySQL and TERADATA – Duke University
Data Visualization and Communication with Tableau – Duke University

Lahore University of Management Sciences (LUMS) July 2017
Bachelors of Science in Electrical Engineering

Skills Data Visualisation and Reporting
Data Mining and Analytics
Data Modelling, Database and Data Warehouse
SQL (MySQL, MSSQL, Microsoft SQL Server, SSIS, Hive SQL, Data Studio, Big Query)
Python (Numpy, Pandas, OOP, Flask, Webscraping)
Power Bi, Tableau
Advanced Excel Methods (VBA, Pivot tables, Vlookup)
