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| **M. FARHAN**  **D A T A A N A L Y S T** | Contact Number : +92 324 9424491 [farhansiddique@gmail.com](mailto:farhansiddique@gmail.com) [Linkedin Id](http://www.linkedin.com/in/farhan-siddique)  [Github Link](https://github.com/farhansiddique8544) Lahore, Pakistan |

# Skills

* Python (PF, OOP, DSA)
* Excel (VLOOKUP, Conditional Formatting, PivotTables etc. )
* Data Visualization
* Data Warehousing
* Database management (SQL, SQL Server, ERDiagram)
* R Studio (Tidyverse, Lubridate, Ggplot2 etc.)
* Data Analysis
* Strong verbal and written communication

# Education

**BACHELORS OF SCIENCE IN STATISTICS** –University of the Punjab– Lahore, PK 2020 - 2024

**Courses:** Data analysis | Excel | Machine Learning |Neural Network | DBMS | Probability distributions | Python Programming

# Work Experience

* **SALES ANALYST –** Hico Icecream – Lahore, PK June 2024 – August2024
* Analyze customer data to develop effective sales strategies and conduct **regular market visits**
* Conduct detailed retail audits to monitor product placement, pricing, and promotional effectiveness.
* Forecasting about sales by analyzing seasonal trend, inflation effect and customer behavior
* **DATA SCIENCE INTERN –** Programmers Force – Lahore, PK January 2023 – June 2023
* Conducted exploratory data analysis to derive insights from datasets.
* Applied image processing techniques for manipulation and enhancement of images.
* Object detection tasks using advanced methodologies.

# Certifications

* **GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE** – Coursera June 2023 - December 2023

**Skills**: Data cleaning, data integrity, DBMS, data quality, Microsoft Excel, analytical skillsR programming, Tableau, SQL

* **AI – 900 FUNADAMENTALS OF ARTIFICIAL INTELLIGENCE –** Microsoft September 2022

**Description:** Gained foundational knowledge of AI concepts and Azure AI services through Microsoft’s online training and examination. Covered machine learning, computer vision, natural language processing

* **ARTIFICIAL INTELLIGENCE ( ML / DL )** – Navttc September 2022

**Skills:** Python | Data Analysis | Machine Learning | Deep Learning

# Projects

## AMAZON SEARCH BOT OPTIMIZATION

* Analysed over 5 million documents of data
* Utilized Pythonfor data transformation, data analysis
* Significantly **improved search** logic to maximize block acceptance rates by adjusting the search frequency at specific times, reducing unsuccessful attempts.

## Led a team of four to ensure project success.

* **DIABETES PREDICTION**
* Sourced the data from Kaggle in **R**
* Trained over 100,000 observation using multiple models like bagging, boosting and decision tree etc
* Achieved over 80% accurary to classify a person as patient or not.
* **SALES FORECASTING PROJECT** (Commercial Vehicle Manufacturing)
* Utilized over a decade of data to do accurate forecast up to 93% for different locations.
* Presented clear forecasts and insights to aid in business planning and decision-making.