



# FARIYA ASGHAR

## DATA ANALYST

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- <https://fariyaasghar.github.io/portfolio/>

## EDUCATION

### CareerFoundry GmbH - Berlin

DATA ANALYTICS 01/2025 - 09/2025

### Bahauddin Zakariya University - Pakistan

MBA- Finance 2014 - 2016

BBA- HRM 2009 - 2013

## SKILLSET

- Data Cleaning and Preparation
- Exploratory & Descriptive Analysis
- Data Integration & Transformation
- Data Visualization & Storytelling
- Data Mining
- Advanced Analytics
- Machine Learning
- Dashboard Design
- Web Scrapping
- Natural Language Processing

## LANGUAGES

German - Professional B2

English - Fluent

Urdu- Native

## Profile Summary

Data analyst with 3+ years of banking experience in Crediits and Risk Assessment, combining deep financial services domain knowledge with newly acquired technical skills in Python, SQL, and Tableau. Specializes in translating complex business requirements into analytical solutions and communicating data insights to stakeholders across all organizational levels.

## DATA ANALYTICS PROJECTS

### NYC Citi Bike - Strategic Operations Dashboard

Developed an interactive dashboard to analyze 30M+ trip records, delivering strategic recommendations for fleet management and service expansion.

**Tech Stack:** Python, Streamlit, Pandas, Plotly, Kepler.gl, API Integration

**Key Achievement:** Transformed raw, multi-gigabyte datasets into an automated, interactive dashboard that identified key seasonal trends and high-demand transportation corridors.

### 20th Century Geopolitical Network Analysis

Engineered a data science project to model and visualize historical country interrelations by applying Natural Language Processing to unstructured web-scraped text.

**Tech Stack:** Python, Web Scrapping (BeautifulSoup), NLP (spaCy), NetworkX, Pyvis

**Key Achievement:** Successfully used community detection algorithms on unstructured text to identify and visualize historically coherent geopolitical blocs, demonstrating the ability to extract complex insights from raw data.

### Strategic Analysis of the Amsterdam Airbnb Market

Engineered and modeled a 20,000+ listing dataset to build a multiple regression model explaining 53% of price variance and a SARIMA model to forecast weekly occupancy demand.

**Tech Stack:** Python (Pandas, Scikit-learn, Statsmodels, Geopandas), Tableau

**Key Achievement:** Synthesized findings from unsupervised clustering, regression modeling, and time-series analysis into an interactive Tableau storyboard with actionable investment strategies.

## WORK EXPERIENCE

### Career Break

08/2022 - Present

### DATA ANALYTICS TRAINING PROGRAM

- Cultivated new skills by upskilling myself through CareerFoundry Data Analytics Program to reenter my career life as a Data Analyst.

## TOOLS

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MS Excel



PostgreSQL



Tableau



Python / Jupyter Notebooks



Github

### INTEGRATION COURSE & PROFESSIONAL GERMAN - B2

- Developed German language skills till Professional German- B2 level to listen, understand and communicate well in working environment.

### Bank AL Habib Limited – Multan, Pakistan 05/2018 – 07/2022

#### RELATIONSHIP ASSOCIATE – CORPORATE CREDIT 11/2020 – 07/2022

- Analyzed complex financial structures and coordinated with multiple stakeholders to support high-value corporate lending decisions, maintaining accuracy under aggressive deadlines.
- Presented strategic credit recommendations to senior leadership, building credibility and securing approval for corporate credit facilities.

#### HR OFFICER – (Temporary Position) 05/2020 – 10/2020

- Facilitated employee relations and conflict resolution while maintaining confidentiality and building trust across organizational levels.

#### CREDIT RISK OFFICER – CREDIT RISK DEPARTMENT 04/2019 – 05/2020

- Analyzed large datasets using Internal Risk Rating Models to identify emerging risk patterns and trends, preventing issue escalation.
- Generated detailed risk assessment reports ensuring regulatory compliance and supporting strategic risk management decisions.

#### RELATIONSHIP ASSOCIATE- COMMERCIAL CREDIT 05/2018 – 04/2019

- Conducted comprehensive financial analysis across diverse industry portfolios, building strong client relationships while meeting all credit review deadlines
- Synthesized financial data and risk assessments into detailed reports for senior management, achieving consistent approval for credit decisions