HAFSA IRSHAD

DATA ANALYST

Ravi Road Lahore | hafsairshad50@gmail.com | 03174069276 | GitHub Portfolio

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OBJECTIVE

Aspiring Data Analyst eager to leverage analytical and technical skills to drive impactful business decisions. Proficient in SQL, Python, Power BI, and data visualization techniques, with hands-on experience in data projects. Seeking to contribute to a forward-thinking organization and grow in the field of data analytics and engineering.

PROJECTS

Music Store Database | GitHub

- Developed a comprehensive relational database using SQL Server.
- Created tables, relationships, and optimized queries for efficient data management.
- Implemented CRUD operations and data aggregation to derive insights.

Hotel Booking Data Analysis | GitHub

- Conducted exploratory data analysis (EDA) using Python.
- Utilized Pandas for data manipulation and Matplotlib/Seaborn for visualization.
- Addressed the problem of booking cancellations by identifying key patterns and trends.

Annual Store Report Dashboard | Link

- Designed an Excel dashboard to analyze store performance metrics.
- Visualized sales trends, inventory status, and revenue insights.
- Delivered actionable recommendations based on data analysis

SKILLS

- SQL
- MS Excel
- Marketing analytics
- Data visualization
- Power BI
- MS power Point
- Analytical thinking
- Canva
- Python
- Problem-solving
- Communication
- Collaboration

EDUCATION

Bachelor of Science in Computer Science (BSCS)
Superior University, Lahore
- Relevant Coursework: Data Structures, Databases, Statistics, Python Programming

CERTIFICATION

- Certification in Prompt Engineering
- Certification in SQL
- Certification in Digital Marketing

COMMUNICATION AND LEADERSHIP

- Delivered presentations to stakeholders with clarity and confidence.
- Led team projects, ensuring timely delivery and quality outcomes.