

HAFSA MOTIWALA

Junior Data Analyst / Early-Career Data Scientist

Karachi, Pakistan | Open to Remote Roles

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GitHub: <https://github.com/hafsamotiwala/hafsa-portfolio>

Medium: <https://medium.com/@motiwala603>

SUMMARY

Early-career data professional with strong foundations in statistics, Python, and SQL. Experienced in exploratory data analysis, predictive modeling, and translating data into clear, business-oriented insights through end-to-end projects. Actively seeking a junior or associate-level role to contribute, learn, and grow in real-world data environments.

SKILLS

- **Programming & Data:** Python (pandas, numpy), SQL, Jupyter Notebook, Git (PowerShell)
 - **Data Analysis & Visualization:** Exploratory Data Analysis (EDA), matplotlib, seaborn, statistical analysis
 - **Machine Learning:** Linear & Logistic Regression, Random Forest, XGBoost, hyperparameter tuning, model evaluation (ROC-AUC, F1)
 - **Data Handling:** Data cleaning, feature engineering, reporting and insight communication
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PROJECTS

Churn Analysis (EDA)

- Analyzed customer churn using Python (pandas, matplotlib, seaborn) to identify behavioral patterns
- Identified key churn drivers and translated findings into actionable retention recommendations

- Delivered insights through a structured PDF report for non-technical stakeholders

House Price Prediction

- Built regression models to predict housing prices and evaluated model performance
- Performed feature analysis and tuning to improve predictive accuracy
- Documented methodology, results, and business implications in a PDF report

Bank Term Deposit Classification

- Developed classification models to predict customer subscription likelihood
- Applied model tuning and stacking techniques to improve performance
- Communicated results in a business-friendly report highlighting key predictors

SQL Business Analysis Project

- Wrote SQL queries to answer business-driven questions from structured datasets
 - Summarized findings and recommendations in clear documentation (answers.md)
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EDUCATION

High School — Computer Science & Statistics Focus

- Specialized in Statistics (Grades 11–12); achieved top academic performance
 - Developed practical data science skills through self-directed projects, Kaggle practice, and hands-on work in Python, SQL, and machine learning
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ADDITIONAL

- Participated in Kaggle competitions to strengthen applied data science skills
- Authored Medium articles on data science and psychology topics