

Hamza Shakir

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I'm a Data Analyst skilled in data cleaning, manipulation, visualization, and predictive analysis. Passionate about transforming complex data into actionable insights. Detail-oriented and committed to delivering data-driven solutions.

SKILLS

- **Data Analytics:** Data Analysis, Research Analysis, CRM Analysis, Data Extraction, Data Cleaning, Data Processing, Data Manipulation, Data Visualization, Exploratory Data Analysis, Dashboards
- **Tools, Languages & Libraries:** Python, SQL, Excel, Tableau, pandas, numpy, matplotlib, plotly, Streamlit, JavaScript, Chrome Extensions
- **General:** Sales, Marketing, User Research, CRM, Reports, Kanban, Problem Solving, Communication, Project Management, Event Management, Team Management

WORK EXPERIENCE

Marketing Data Analyst

Jul 2024 - Present

Cyber Heals

- Led data-driven lead generation and outbound email campaigns, optimizing outreach with A/B testing to boost engagement and sales conversions
- Analyzed campaign performance metrics to enhance lead nurturing and consistently drive qualified leads into the sales pipeline

Business Data Analyst

May 2024 - Present

Cyber Heals

- Managed CRM systems for data accuracy, providing insights to support sales team efforts
- Created reports/dashboards within the CRM to measure various sales metrics
- Assisted the sales team by drafting proposals for clientele

Junior Marketing & User Research Intern

Sep 2022 - Nov 2022

FerryPal

- Conducted user research to understand demographics and identified potential customers (ICPs), paving way for the CMO to strategize accordingly
- Used digital marketing avenues to reach out to potential customers to learn more about them

PROJECTS

Dashboard Buddy

Jun 2024 - Present

- Building an **interactive app** designed for data enthusiasts and analysts eager to master the **psychology of data visualization**.
- Our app guides users in presenting their insights visually, ensuring optimal clarity and impact across **all business domains**.

- With **tailored recommendations, practical use cases, and examples**, it equips you with the knowledge to communicate data effectively and efficiently.

Myth or Fact: Football's Home Advantage Explored

Jan 2024 – Mar 2024

- Analyzed data from the past 100 years of major international football tournaments to assess the impact of home advantage using **Python and various data viz libraries**.
- Developed a **live interactive dashboard** for users to explore insights and interact with additional football data.
- Provided comprehensive findings on the host nation's performances and facilitated user-driven exploration of miscellaneous football statistics.
- **GitHub Repo | Live Interactive Dashboard**

EDUCATION

Bachelor's in Computer Science Engineering

Mohamed Sathak A.J. College Of Engineering

Aug 2019 – May 2023

VOLUNTEERING & LEADERSHIP

AIESEC

Outgoing Social Sector

Feb 2021 – Jan 2022

Chennai