

Hamza Shakir

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Data Analyst

I'm passionate about turning raw data into compelling stories. Cleaning, analyzing, visualizing – I thrive on it all!

As a dynamic and adaptable professional, I thrive in fast-paced environments, utilizing my broad range of skills and experience. With a passion for problem-solving, effective communication, and teamwork, I have successfully completed diverse projects across multiple industries, consistently delivering optimal and efficient solutions through data-driven insights.

WORK EXPERIENCE

Cyber Heals

Apr 2024 – Jun 2024

Business Data Analyst • Internship

- Analyzed company email campaign performance and delivered data-driven insights to inform strategic decisions
- Merged data from a couple sources and thoroughly cleaned it before importing it onto the Freshworks Sales CRM where the entire sales pipeline will be managed, saving several hours of manual work
- Created reports/dashboards within the CRM to measure various sales metrics
- Assisted the sales team by drafting proposals for clientele

Market Research Analyst • Internship

- Analyzed performance of the company's and CEO's social media over the last few months
- Conducted extensive research and analyzed competitors and audiences across various social platforms
- Created reports and suggested optimal strategies based on the analysis to improve branding/visibility and increase engagement

Skitmedia

Feb 2023 – Jun 2023

Front End Developer & CRM Intern • Internship

- Developed a Chrome extension automating LinkedIn prospecting by scraping leads and sending personalized connection requests
- Core responsibility : Automating and adding functionality to the extension
- Created Templates for Proposals/Contract and Kanban board for company's CRM and also managed it for when they undertook any projects

FerryPal

Sep 2022 – Mar 2023

Sales Rep & Junior Designer Intern • Internship

- Worked on graphics for marketing and advertising in order to generate both hot and cold leads
- Used automation to contact cold leads to trigger an interest in our product

- Actively participated in sales calls and converted leads, with all this data being managed using a CRM tool to increase efficiency and productivity

Junior Marketing & User Research Intern • Internship

- 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

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

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.

CRM Sales Opportunities

Jun 2024

- Conducted a comprehensive performance analysis of sales teams, identifying top performers and areas for improvement within a fictitious computer hardware company's **B2B sales pipeline** using **Excel**.
- Evaluated individual sales agent performance to pinpoint those lagging behind, providing actionable insights for targeted coaching and development.
- Analyzed quarter-over-quarter trends and product win rates to uncover key patterns, optimizing sales strategies and product focus.

Analysis of Home Advantage in Major Int'l Football Tournaments with Interactive Dashboard

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**

DM Cruiser – A LinkedIn Chrome Extension

Feb 2023 – May 2023

- Developed a Chrome extension to **automate the scraping of LinkedIn leads**, streamlining the process of collecting potential connections for personal or professional outreach.
- Implemented functionality to **send automated connection invites** with the option to include **personalized messages**, enhancing response rates and engagement.
- Designed the extension to be user-friendly, requiring minimal user input while handling complex operations, thus **improving efficiency and productivity for end-users**.
- **GitHub Repo**

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