

# SYED HUR ABBAS NAQVI

## Data Analyst

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Pakistan

### SUMMARY

Data Analyst with a strong grasp of turning raw data into clear, actionable insights. Skilled in data visualization, reporting, and analytics with added perspective from clinical experience. Focused on driving smart decisions in fast-paced, growth-oriented teams.

### SKILLS

- Languages: Python, Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn
- Data Visualization: Power BI, Tableau, Matplotlib, Seaborn, MS Excel
- Databases: MySQL
- Data Analytics: Statistical Testing, Regression Analysis, Hypothesis Testing, ETL
- Others: Project Management, Jira, Canva, Git

### Experience

#### Marketing Insights & Innovation Intern – Glimpse (Virtual)

JUNE – JULY 2025

Tools Used: **Instagram, LinkedIn, Canva, Google Sheets**

Platform: **Excelerate**

- Revived Glimpse's social media presence by leading a 4-week digital campaign strategy tailored for the university market across Instagram & LinkedIn.
- Conducted in-depth competitor analysis and audience research to craft trend-driven content calendars, optimized visuals, and platform-specific engagement.
- Launched influencer outreach & interactive campaigns (polls, giveaways, stories), helping position Glimpse as a go-to travel merchandising partner.
- Analyzed content performance using reach, engagement, and growth metrics to shape next-month's marketing roadmap with data-backed decisions.

#### AI-Powered Data Insights Intern – Excelerate (Virtual)

JUNE – JULY 2025

Tools Used: **Python, Pandas, Seaborn, Matplotlib, Scikit-learn, Canva, Google Sheets**

Platform: **Excelerate**

- Analyzed student engagement data to uncover signup trends, identify drop-off patterns, and recommend strategies for improving completion rates.
- Cleaned and transformed raw datasets, conducted exploratory data analysis (EDA), and built predictive churn models using classification techniques.
- Delivered a final report and presentation highlighting insights, model outcomes, and a prototype recommendation system to enhance student retention.
- Collaborated with an international team of data interns, coordinating across time zones to deliver a cohesive, data-driven solution.

#### Data Visualization Intern – GlobalShala (Virtual)

JULY 2025 – PRESENT

Tools Used: **MS Excel, PowerPoint, Canva, Google Sheets**

Platform: **Excelerate**

- Currently contributing to a collaborative project analyzing marketing campaign data to identify cost-saving insights for the Finance team.
- Working on refining data visualizations and presentation design to clearly communicate campaign performance and actionable recommendations.
- Collaborating with an international team to create a final stakeholder-facing presentation based on analytics and design best practices.
- Designing a high-impact presentation using professional visual principles to translate complex findings into clear, executive-ready storytelling.

**Tools Used: MS Excel, PowerPoint, Canva, Google Sheets****Platform: Excelerate**

- Developing a comprehensive project plan for a global virtual event, including scope definition, Gantt-based scheduling, and initial risk assessment.
- Collaborating with a cross-functional, international team to draft proposals, allocate resources, and align deliverables within a \$30,000 budget.
- Participating in structured weekly reviews and internal team syncs to monitor progress, optimize planning, and ensure timeline alignment.

## **PROJECTS**

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### **Capstone Dry Eye Disease Project ([Link](#))**

**2025****Tools Used: MySQL, MS Excel, MS Power Point**

- Transformed raw patient data into strategic insights, uncovering lifestyle-driven risk factors for Dry Eye Disease using advanced analytics.
- Pioneered data-driven visual narratives to bridge clinical understanding and patient outcomes, enhancing diagnostic precision.
- Delivered a 360° analysis of DED triggers, empowering preventive care strategies through predictive modeling and symptom mapping.

### **Loan Default Risk Analysis Project([Link](#))**

**2025****Tools Used: Python (Jupyter Notebook), Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn**

- Analyzed 32,000+ loan records to uncover key default risk drivers using statistical tests and data visualization.
- Designed a predictive pipeline with feature engineering, EDA, and modeling; Random Forest achieved 97% accuracy, catching 91% actual defaulters.
- Presented actionable insights (via age, income, interest, loan grade) to improve loan approval strategies and reduce risk exposure.

## **CERTIFICATIONS**

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Data Analysis Certificate

Institute of Emerging Careers

“AI for Everyone” Certificate

Coursera

## **EDUCATION**

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**PIO, Alshifa Trust Eye Hospital Rawalpindi****2023 - PRESENT**

Bachelor of Optometry And Orthoptics