

## SUMMARY

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Decision Support Analyst with hands-on experience in data visualization, KPI development, and commercial insights generation. Skilled in Power BI, Excel, Tableau, and SQL. Adept at collecting and cleaning data, preparing dashboards, and presenting clear, actionable findings for medical and leadership support teams. Detail-oriented, collaborative, and driven by a continuous learning mindset with experience of PHIPA and global healthcare analysis exposure with growing expertise as an AI Automation Strategist.

## SKILLS

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- **Programming:** Python, SQL Server, MySQL
- **Analytics:** ML Models, Statistical Analysis, Ad hoc Analysis, Report writing, Impact analysis
- **Tools:** Microsoft Excel, powerbi, PowerPoint, Tableau, Market Insights, Azure, AWS, GCP
- **Business:** Consistent, Ability to prioritize, Attention to Detail, Reliability, Creative, Project Planning
- **Data Engineering:** ETL Pipelines, Manipulating Data, Data Quality, Data Requirements, Medical coding
- **Healthcare Analytics:** Decision Support, Advanced Statistical Analysis, Performance Indicators, Quality Improvement, Simulation Software, Preparing Reports, Health Policy, Benchmarking, Finance, SPSS

## EDUCATION

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<b>St. Clair College, Windsor, ON, Canada</b>	<b>2023 - 2025</b>
– <i>Post Graduate Certificate: Data Analytics for Business</i>	<i>GPA: 4.0</i>
<b>Bahauddin Zakariya University, Multan – Punjab, Pakistan</b>	<b>2015 - 2019</b>
– <i>Bachelor of Science (Hons.): Computer Science</i>	<i>GPA: 3.78</i>

## EXPERIENCE

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<b>Inventory Management Associate</b> <b>7-Eleven Inc, Windsor, Ontario, Canada</b>	<b>2024 -</b>
– Provided exceptional customer service in a fast-paced retail environment, ensuring a positive shopping experience	
– Managed cash register operations, including sales transactions, returns, and daily reconciliation	
– Monitored inventory levels and restocked shelves to maintain product availability and presentation standards	
<b>Business Intelligence Analyst</b> <b>DotNow Private Limited, Lahore, Punjab, Pakistan</b>	<b>2020 - 2023</b>
– Performed end-to-end data analysis to guide customer engagement decisions.	
– Delivered BI dashboards reducing report preparation time by 35%.	
– Used SQL automation to cut monthly data processing time from 6 hours to 1 hour.	
<b>Junior Business Analyst</b> <b>LondonITPros, Lahore, Punjab, Pakistan</b>	<b>2019 - 2020</b>
– Conducted requirement gathering and data analysis to support decision-making and improve business processes	
– Prepared reports and presentations to communicate project updates and key insights to management	

## STARTUPS

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- **BookPile:** Peer-to-peer digital library enabling affordable, data-driven book sharing
- **DotNow:** Hyperlocal marketplace optimizing real-time delivery via an innovative model

## PROJECTS

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### FlightPath – Delay Prediction on American and Delta Airlines

- Built a scalable deep learning model (Train/Test R<sup>2</sup>: 0.63, MAE: 5.17 mins) to predict flight delays
- Deployed a real-time Gradio interface for operational decision-making
- Integrated AI-generated recommendations to reduce delays by up to 21%
- Enhanced airline scheduling, ground coordination, and passenger experience

### Brewing Success – Starbucks Sales, Promotion & Satisfaction Analytics

- Achieved 24% boost in marketing efficiency through predictive insights
- Designed a loyalty strategy enabling 78% customer retention
- Designed A/B holdout tests to evaluate marketing effectiveness
- Developed KPIs for tracking marketing and product performance trends.
- Identified 75.32% repeat buyer rate and 33.94% promo success via social media
- Analyzed regional performance (e.g., California profit: \$31,785), consumer insights and customer visit trends (50% short visits)

### Healthcare Analytics & Insurance Review Optimization

- Analyzed more than 50K medical review cases using Python, Power BI, and statistical methods, identifying trends that improved decision fairness by 15–20%.
- Developed interactive dashboards tracking yearly rejection patterns, patient demographics, and diagnosis categories, enabling real-time policy insights.
- Uncovered that underrepresented gender patients aged 11–20 faced 20% higher rejections but achieved 30% higher success upon reapplication.
- Detected a 2016 rejection spike linked to Senate Bill 863 and revealed overturned cases were processed 25% faster, informing process improvement protocols.

## CERTIFICATIONS

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- *Data Science Foundations: Fundamentals*
- *Marketing Analytics Foundations*
- *Microsoft Certified: Azure Enterprise Data Analyst*
- *365 Data Science: Business Intelligence Analyst*

## VOLUNTEER EXPERIENCE

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- Shaukat Khanum Memorial Cancer Hospital & Research Centre, Lahore, Pakistan
- New Beginnings-Essex County, Windsor, ON, Canada
- Nisa Foundation, Mississauga, ON, Canada

## LANGUAGES

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- English
- Urdu
- Punjabi