Data Analyst/ Business Analyst

# SADIA IQBAL

03135680154
isadia654@gmail.com
Tulsa Road Lalazar Rawalpindi

## Education

**BACHELOR OF SCIENCE IN SOFTWARE ENGINEEERING (BSE)**                2019 - 2023
– Fatima Jinnah Women University – Rawalpindi Pakistan

## Skills

| **Python**<br>Pandas, NumPy, SciPy, MatPlotLib | **Excel**<br>Pivot Table/ Chart, VLOOKUP, HLOOKUP | **Tableau**<br>Visual Analytics, Data Connectivity, Calculation Language |
|---|---|---|
| **Microsoft Power Bi**<br>DAX, API, Power Query | **SQL**<br>DDL, DML, DQL, TCL | **Web Scraping**<br>Beautiful Soup, Scrapy |

## Domain Skills

- Big Data Analytics
- Machine Learning
- Data Science
- National Language Processing

## Projects

### ARTIFICIAL INTELLIGENCE BASED DEPRESSION DETECTION THROUGH TWITTER ANALYSIS – FYP Project

- Utilized **NLTK** for text processing and utilized **pandas**, **matplotlib**, and **wordcloud** to aggregate and visualize the data
- Conducted sentiment analysis using NLTK's **SentimentIntensityAnalyzer**
- Utilized **KMeans** and **Hierarchical** clustering algorithms and compare them for 23,812 unlabeled data
- Developed a frontend using Visual Studio and **Django** framework to present the project findings

### POWER BI SUPER STORE SALES DASHBOARD – Personal Project

- Created a dashboard with **Power Bi** for analyzing Super Store sales data
- Ensured data accuracy and reliability by thoroughly cleaning and processing the dataset before visualization
- Implemented interactive visualizations within the dashboard to facilitate exploration and analysis of sales data, allowing users to drill down into specific details and uncover actionable insights.

### EDA SOFTWARE HOUSE IN PAKISTAN 2023 – Personal Project

- Utilized **Python** along with libraries like **NumPy** and **Pandas** to perform comprehensive data cleaning tasks
- Conducted in-depth EDA using **seaborn** and **matplotlib.pyplot** to gain insights into various aspects of the software house dataset

### WEB SCRAPING AMAZON PRODUCT REVIEW – Personal Project

- Employed Python's requests library along with **BeautifulSoup** to scrape product reviews from Amazon
- Utilized data cleaning using **NLTK** and utilized **TextBlob** library to perform sentiment analysis on the cleaned reviews
- Generated visualizations using **matplotlib.pyplot** to present insights derived from sentiment analysis

## Work Experience

### BIG DATA ANALYTICS INTERN – Neuron Solutions Islamabad

- Extracted and cleaned datasets from diverse sources, ensuring data integrity and reliability for further analysis
- Implemented advanced data preprocessing techniques and visualizations
- Applied machine learning algorithms
- Developed interactive frontends for data analytics projects, leveraging frameworks like Django or Flask to provide user-friendly interfaces for exploring and interacting with analytical results