Ladan Saeidi

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PROFESSIONAL SUMMARY

Highly analytical and detail-oriented Data Analyst with a master's degree in Data Science and over 5 years of experience in **data manipulation, analysis, visualisation, predictive modeling, and data extraction**. Adept at managing complex information, analysing data quality, and generating reports to support service development. Proficient in **Python, SQL, Power BI, Excel, Snowflake, Databricks, and Data Quality Metrics**. Strong communication and interpersonal skills, fostering collaboration with diverse stakeholders. Committed to maintaining high standards of accuracy, confidentiality, and data integrity. Passionate about data-driven decision-making and skilled at conveying insights to both senior leaders and non-technical stakeholders.

PROFESSIONAL SKILLS

Programming Languages: Python, R
Data Management: SQL, Snowflake, Databricks, SQL Server Management Studio, VBA
Visualisation Tools: Power Bi, Tableau
Python & Machine Learning Packages: Scikit-Learn, NumPy, Pandas, Keras, TensorFlow, Seaborn, Matplotlib, Plotly
Machine Learning Models: Clustering, Classification, Boosting, Feature Reduction
Cloud & DevOps: Microsoft Azure, Azure DevOps
Project Management: Agile Process, Sprint Planning, Kanban, Jira, Confluence
Microsoft Office suites: Word, Excel, Access, PowerPoint, Teams
Other Tools: Jupyter/ Google Colab Notebooks, Spyder
Soft Skills: Excellent Communication with both non-technical and technical stakeholders, analytical skills

WORK EXPERIENCE

Data Analyst, 01-2024 – Present
Endeavor: IMG, London, UK
Endeavor is a global entertainment, media, and sports conglomerate.

- Collaborating with the Data Engineering team, BA and Product Manager to understand customer needs and deliver optimal solutions, with 100% success to date.
- Receiving data and implementing data models via Snowflake (including all Fact and Dim tables) or SQL Server Management Studio (for Tabular modes) for building dashboards in Power BI, enabling customers to analyse and better understand their data.
- Retrieving data via API and developing AI models for customer-required forecasts, visualising the results in Power BI dashboards, leading to a 35% improvement in the Research team's performance.
- Designing and refining data models over time for the Research team's complex datasets, extracting the most valuable insights, which is addressing 95% of customer requirements.
- Creating social media dashboards and a Streamlit app for Google Analytics using Power BI and Python for one of the biggest sports marketing agencies in the world which generates 35% of the total data services revenue and has been fully utilized by the customer.
- Performing QA and UAT on data and results after creating dashboards to eliminate potential errors.
- Following the DevOps pipeline process to move data and dashboards from Development workspaces to Production workspaces and doing the Row Level Security to keep the safety of the data.
- Participating in sprint planning on Jira and actively following assigned tickets to meet deadlines, achieving a 100% success rate.
- Presented complex performance information in a clear and understandable format to stakeholders.

Data Analyst, 03-2023 – 12-2023
NHS Supply Chain: Food, Chertsey, UK
NHS Supply Chain is part of the NHS family and manages the sourcing, delivery, and supply of food for NHS trusts.

- Collected, collated and analysed data from various sources. Inspected, cleaned, and validated data to identify trends and anomalies to find the best switch products and increase savings by 37%.
- Responsible for data extraction, manipulation, and presentation to support savings verification and innovation initiatives.
- Developed Excel Macros to streamline data consolidation, reducing time consumption by 45%.
- Developed and maintained databases using SQL queries for efficient data collection and analysis.
- Created master data and dashboards using Power BI to optimize cost-saving strategies.
- Delivered ad-hoc reports and assisted in specifying new reports to meet team requirements using Excel and Power BI.

Data Scientist, 11-2022 – 03-2023
On-line Graduate Program, London, UK

- **Machine Learning and Artificial Intelligence:** Was about Machine Learning, Neural Networks, Pattern Recognition, and discussed their applications in the disciplines of image and video analysis. (Link1 & Link2)
- **Databases and Data Management:** Developed and implemented a third normal form SQL database using Oracle Apex. Generated exploratory and descriptive visualisations of the dataset using Tableau.
- **Data Analytics and Visualisation:** Conducted statistical analysis and created visualisations using R.
- **Applied Data Programming:** Performed exploratory data analysis and used statistical inferences. (Link)
- **Recommendation Systems:** Implemented various recommendation systems using deep learning. (Link)

BI Analyst, 09-2022 – 11-2022
Blue Legal, London, UK (Temporary)
Blue Legal is a specialist Legal, Marketing & Business Development Professional Services recruitment firm.

- Conducted database maintenance, including data cleaning and data mining to address business needs.
- Developed and implemented forecasting models to predict future recruitment needs and trends using Python.
- Integrated data from various sources to create a comprehensive view of recruitment data utilizing SQL queries which optimized consultant workflows by 35% and decreased time consumption by 45%.
- Used Power BI to create visually appealing and user-friendly dashboards for recruiters and management.

Data Analyst, 09-2016 – 09-2021
Sony Company, Tehran, Iran
Sony Company is an authorised exclusive dealer of Sony Brand products.

- Performed data analysis and created insightful reports, dashboards, and presentations using Excel and Tableau, improving customer satisfaction by 45%, sales by 34%, and staff performance.
- Promoted data-driven decision-making and investment planning across the organisation and presented findings to multidisciplinary teams in clear and understandable formats.
- Increased the production line of Blest TVs and produced various screen sizes with different features, resulting in enhancing the company's revenue by 42% over the years 2018 to 2021 by providing clear data and analytics stories.
- Launched a mobile repair department in the after-sales service, expanding the customer base by 37% in 2019 after communicating insights in the board of directors' meetings.
- Evaluated, defined, monitored, and advised on Business, Finance and Marketing along with different teams by producing structured and accurate reports using SQL queries in Access with graphical presentations in Tableau.

EDUCATION

Master's Degree in Data Science | Kingston University of London (Distinction)	**2021 – 2022**
Master's Degree in Computer Engineering-Software | Payame Noor University of Tehran, Iran	**2016 – 2018**
Bachelor's Degree in Computer Engineering-Software | Kashan University, Kashan, Iran	**2010 – 2014**