

## SUMMARY

5+ years of experience in data engineering, analytics, and strategy, delivering impact in retail, government, and non-profit sectors.

## EDUCATION

**University of Chicago**, Harris School of Public Policy  
*Master of Science, Computational Analysis and Public Policy*

Chicago, IL  
June 2021

**Lahore University of Management Sciences**  
*Bachelor of Science, Economics*

Lahore, Pakistan  
June 2018

## WORK EXPERIENCE

### Waseela

*Data Analyst*

Lahore, Pakistan  
June 2025 – Present

- Partnered with the organization's president to design and execute a data strategy across four business verticals, building dashboards and reporting pipelines that inform \$4M+ in annual revenue decisions.
- Built dashboards for the Retail business to monitor revenue growth, profit margins, and inventory turnover, leveraging Python, SQL, Excel, and Metabase.
- Developed a Buying dashboard for the demand planning team, enabling visibility into stock value at the item, warehouse, and category level, covering inventory worth \$500,000+ across 11 warehouses (SQL, Python, Frappe).
- Created a pricing calculator module in ERPNext using Python and JavaScript for the business team to understand how they could price specific items by category leading to improved pricing decisions and reducing losses. Offered visibility on current prices, costs, available inventory.
- Guided junior team members through a SQL project analyzing the impact of pricing methodology changes, offering strategic and quantitative support.

### Bloomberg Center for Government Excellence (GovEx)

*Data Engineering Consultant*

Remote, US  
July 2023 – Feb 2025

- Led the data integration and processing for a city-wide dashboard visualizing socioeconomic indicators for 100 U.S. cities, ensuring accurate and timely reporting.
- Built scalable ETL pipelines processing 6M+ observations from 12 data sources, achieving 80% faster processing speeds through parallel computing (Python, SQL).
- Implemented rigorous data validation protocols, reducing errors by 70%, ensuring data integrity and reliability for visualization and reporting.

### The Coleridge Initiative, Inc

*Associate Research Scientist*

New York, NY  
July 2021 – June 2023

- Supported 2 interactive Tableau dashboards built on 1 million labor market records across Illinois and Indiana, enabling state officials to monitor weekly unemployment trends (Python, SQL, Tableau).
- Designed and led 5 training sessions for 30+ public sector officials, covering data cleaning, and ML algorithms; post-training evaluation showed an increase in leveraging quantitative tools in their day-to-day.
- Produced a series of detailed Jupyter Notebooks using Python, R, and SQL to guide over 200 training participants through exploratory data analysis, linkage, and visualization techniques.

### Center for Economic Research in Pakistan (CERP)

*Research Assistant, Women's Mobility Program*

Lahore, Pakistan  
July 2018 – July 2019

- Contributed to a randomized controlled trial evaluating how women-only transport affects mobility, labor force participation, and firm productivity.
- Cleaned and analyzed large-scale datasets in Stata and R, producing summaries for donors and government stakeholders.

## Technical Skills

- Programming:** Python, R (RStudio, RMarkdown), Stata, Excel
- Dashboarding:** Metabase, Tableau, LookerStudio
- Databases:** PostgreSQL, AWS Redshift, MSSQL Server, SQLite, Snowflake, Prisma
- Cloud Platforms:** Amazon Web Services (AWS), Google Cloud
- Data Collection, Automation, Orchestration:** GitHub Actions, Airflow, Zapier, Airtable, SurveyCTO