

# KHAWAJA HASSAN ABBAS

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*Aspiring data analyst, reputed teacher, theatre arts enthusiast. Numbers and stories inspire me alike.  
Striving to master advanced business analytics - utilizing data driven approach to problem solving.*

## EDUCATION

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**Master's in Business Analytics,** [Central European University](#) (Hungary) *Class of 2022*

- Relevant courses: Data Engineering using SQL & KNIME, Data prediction using Regressions & Machine Learning Tools, Data Visualization in Tableau, Data Management with R, Python Programming, Text Analysis

**Bachelor in Business Administration,** [Institute of Business Administration](#) (Pakistan) *Class of 2019*

- Relevant courses: Financial Institutions & Market, Financial Management, Corporate Finance, Business Research Methods

## PROFESSIONAL EXPERIENCE

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**Founder & Owner,** The Academia *June 2019-Present*

- Founded a supplementary teaching and career-counselling solution for Cambridge O/A-level students in Pakistan and abroad which benefitted 20 students in choosing their desired career path
- Persevered through the COVID-19 pandemic by leading project management for online learning option for Accounting and Economics courses resulting in 70% of class scoring A\*/A grades in final exams
- Designed and deployed data-driven progress mapping and tracking using *Schoology* software for students to ensure admissions across top-schools in Pakistan

**Cofounder,** [BurgerBazar](#) *July 2018 – Aug 2019*

- Led complete project management to successfully bring the road-side thrift fashion shopping experience to the comfort of home through an immersive online shopping portal.
- Leveraged third-party inventory data to build an expansive inventory of over 8 tons without any cost.
- Deployed data analytics and SEO for targeted consumer marketing - culminating in over USD 5000 in profits

**Project Intern,** [Khaadi SMC Pvt. Ltd.](#) *Jan 2019 – May 2019*

- Designed project report templates for data collection to efficiently showcase consumer behavior metrics which improved targeting through interviews and focus groups by 40%
- Developing alternatives in the distribution network to increase market penetration in target group by 10%
- Conducted primary research by taking **60 laddering interviews** to establish differences in consumer buying behavior between branded and unbranded sector within the unstitched cloth sector of Pakistan

**Treasury Data Intern,** [Engro Polymers](#) *Jul 2018 – Aug 2018*

- Prepared & presented analysis report on Islamic bonds and banking charges for potential investment by an holding company with **USD 25 Million** in budget
- Led data analysis team to successfully present report on **55 asset management companies** focusing on 7 data points for company's prospective investment opportunity worth USD 2 Million
- Led feasibility analysis for the implementation of production expansion project within the context of the US-Chine trade war

## PROFESSIONAL DEVELOPMENT

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- [R Programming A-Z™: R For Data Science](#) (Udemy) *May 2021*

## INTERESTS & SKILLS

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- SQL, Python, R, Tableau, Adobe Indesign, MS Excel (Solver, VBA, Data Analysis Toolpak, PivotTables)
- English (proficient), Urdu (native)
- Volunteered as social worker during Karachi's urban flooding (2020) and heatwave (2019)

