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

**Master’s in Business Analytics,** [Central European University](https://www.ceu.edu/) (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](https://www.iba.edu.pk/) (Pakistan) *Class of 2019*

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

**PROFESSIONAL EXPERIENCE**

**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](https://www.facebook.com/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.](https://khaadi.com/) *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](https://www.engropolymer.com/) *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**

* [**R Programming A-Z™: R For Data Science**](https://www.udemy.com/course/r-programming/?utm_source=adwords&utm_medium=udemyads&utm_campaign=LongTail_la.EN_cc.ROWMTA-A&utm_content=deal4584&utm_term=_._ag_80979681514_._ad_533999950009_._kw__._de_c_._dm__._pl__._ti_dsa-1007766171312_._li_9063012_._pd__._&matchtype=&gclid=CjwKCAiAprGRBhBgEiwANJEY7ES0EiIwAkSFBAxOleSEaQ72KD9-q1jpDK8zfPxsynP6aDCNIN-o-hoCKhEQAvD_BwE) (Udemy) *May 2021*

# INTERESTS & SKILLS

* SQL, Python, R, Tableau, Abode 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)