Senior Data Analyst

TAYYAB HUSSAIN

# CONTACT

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# EDUCATION

MCS & MS.

Computer Science Stockholm University September 2002 - April 2007

Stockholm,Sweden

# SKILLS

Programming: Python (Scikit-learn,

Pandas), SQL, VBA

Data Visulization: PowerBi, MS Excel,

Plotly

Modeling: Logistic regression, linear regression, decition trees

Databases: Postgres, MongoDB,

MySQL

# WORK EXPERIENCE

## National Institute of Health

January 2021 - current / Islamabad, Pakistan

Used PowerBI and SQL to redeﬁne and track KPIs surrounding marketing initiatives, and supplied recommendations to boost landing page conversion rate by 38%

Led a team of 4 analysts to brainstorm potential marketing and sales improvements, and implemented A/B tests to generate 15% more client leads

Redesigned data model through iterations that improved predictions by 12%

## Bahrain Defense Force

Data Analyst

January 2013 - December 2020 / Manama, Bahrain

Built data models and maps to generate meaningful insights from employee data, boosting successful sales eﬀorts by 12%

Modeled targets likely to renew, and presented analysis to leadership, which led to a YoY revenue increase of $300K

Compiled, studied, and inferred large amounts of data, modeling information to drive auto policy pricing

## Data Analyst

SoloSoft Technologies

April 2004 - December 2012 / Islamabad, Pakistan

Devised KPIs using SQL across company website in collaboration with cross-functional teams to achieve a 120% jump in organic traﬃc

Analyzed, documented, and reported user survey results to improve customer communication processes by 18%

Collaborated with analyst team to oversee end-to-end process surrounding customers' return data