

Nafay Un Noor

DATA SCIENTIST / ANALYST

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SUMMARY

Detail-oriented and self-driven Data Professional with a Google Advanced Data Analytics certification, passionate about leveraging data insights to drive meaningful business outcomes. Proven ability to automate processes, perform advanced data analysis, and deliver actionable insights. Adept at collaborating with cross-functional teams to influence data-driven decisions, and skilled in developing innovative solutions through a combination of technical and analytical expertise.

SKILLS

- Programming Languages: Python
- Data Science
- Data Analysis: Pandas, NumPy, Pandas Profiling
- Data Visualization: Seaborn, Matplotlib, Tableau
- Web Scraping
- Web App Development: Streamlit
- Statistical Analysis: Regression Analysis, Predictive Modeling
- Machine Learning: Scikit learn, StatsModel
- Reporting & Communication: MS Excel, MS PowerPoint, MS Word
- Business Acumen: RFM Analysis, Market Research
- Data Presentation: Tableau, Streamlit
- Business Intelligence
- SQL

EXPERIENCE

Data Analytics Intern

Punjab Food Authority *Feb 2023 - May 2023*

Automated license compliance checks by:

1. Automated the license compliance process as part of a team by developing a Python-based data pipeline using Selenium to scrape food business data from Google Maps. Collaborated with team members to ensure efficient task division and data accuracy, resulting in streamlined workflows and improved data collection efficiency.
2. Developed, designed and deployed a Streamlit web application for real-time data analysis and reporting, reducing manual efforts and improving operational decision-making.

Virtual Job Simulations Forage

Completed industry-specific job simulations, gaining practical experience in data analysis and consulting for:

1. QUANTIUM
2. ACCENTURE
3. KPMG (Aus)
4. BRITISH AIRWAYS

PROJECTS

Food Business Licensing Analysis

Data Analytics Intern

Conducted a comprehensive analysis of the licensing status of food businesses across a major city, identifying unregistered, expired, and pending licenses to assist regulatory bodies in targeted outreach.

Automating Data Analysis Using Streamlit (Web App)

Data Analytics Intern

Developed a Streamlit-based web application integrated with Pandas Profiling to automate data cleaning, exploratory data analysis, and report generation, streamlining tasks for business stakeholders. Effectively reduced manual effort by 30% and cut data analysis time by 50%.

Marketing Research, Segmentation, RFM Analysis using Python

Data Scientist

Utilized Python to conduct RFM (Recency, Frequency, Monetary) analysis and segmentation, identifying key markets to increase product sales and maximize profits. Identified the best city for promoting the business products.

Sentiment Analysis of an Airline's Reviews using Python

Data Scientist

Extracted and analyzed reviews to understand the airline's reputation and inform business decisions.

Analyzing and Visualizing Data and extracting trends and patterns of a Social Media Platform

Data Scientist

Cleaned and preprocessed social media data, then performed trend analysis and visualized patterns to inform platform performance improvements.

Google Advanced Data Analytics Professional Certificate Capstone Project

Data Scientist / Analyst

Analyzing and Prediction of Employees satisfaction Levels

Designed a machine learning model to predict employee churn, providing data-driven recommendations for improving employee retention based on satisfaction analysis.

EDUCATION

Bachelor of Science in Computer Science,

University of the People *Jul 2024 - Present*

Online American Accredited University.

Program emphasizing software development, data science, and artificial intelligence. Expected graduation: 2028

General Development Diploma (GED)

Uniplace *Nov 2023 - Apr 2024*

CERTIFICATION

Google Advanced Data Analytics Professional Certificate

Google *2024-01-01*

[Certificate Link](#)

Completed a rigorous program covering data visualization, data cleaning, statistical analysis, machine learning, and predictive modeling. Developed hands-on expertise with Python and Tableau, applying these skills to real-world business problems and creating data-driven solutions through the capstone project.

SQL for Data Analysis

LinkedIn *2024-12-28*

[Certificate Link](#)

Successfully completed the *SQL for Data Analysis* course, which provided a concise and practical introduction to querying databases, filtering and aggregating data, joining tables, and generating reports. The course focused on applying SQL techniques for effective data analysis, enhancing my ability to manipulate and extract insights from datasets efficiently.

LANGUAGES

English (Fluent)
Urdu (Native)

Turkish (Conversational)
Punjabi (Native)

HOBBIES

Evening Walk
Martial Arts / Work out

Community Management & Development

PERSONAL SKILLS

- Personal Development
- Self Learning
- Attention to detail
- Creative
- Critical thinking and problem-solving skills
- Communication skills
- Proactive
- Professional Ethical Awareness