MADEEHA UMAR
DATA ANALYST

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LinkedIn | Portfolio | Tableau | GitHub

SUMMARY

Ready to infuse dynamic data-driven organizations with my unique expertise and analytical prowess. Detail-oriented problem-solver adept at leveraging Microsoft Excel, SQL, and data visualization tools. Eager to embark on a new journey as a data analyst, driven by a relentless passion for learning and growth.

SKILLS

Microsoft Excel | Google Sheets | SQL | MySQL | BigQuery | PostgreSQL | Tableau| R | Communication | Critical Thinking | Statistical Analysis | Data Visualization | Pivot Tables | VLOOKUP | Data Cleaning | Business Intelligence | Data Manipulation | Data Modeling | Quantitative Analysis | Problem Solving |

PROFESSIONAL EXPERIENCE

Growth Analyst & Consultant | Dataford | Remote | **October 2023 – Present**
- Organized social media growth initiatives, and increased followers from 750 to 1,900 within 5 weeks.
- Arranged workshops and meetings with 10+ universities and data clubs, which amplified revenue by 20% through heightened student subscriptions. Launched new campaigns resulting in 1M+ post impressions.
- Developed and executed comprehensive growth strategies, resulting in a 200% expansion of the user base and a 100% increase in followers within 8 weeks.

Data Analyst | Skynet World LLC | Remote | **June 2021 – Present**
- Utilized Excel to analyze sales data, model product research, and identify market trends resulting in a 10% increase in annual revenue.
- Communicated with new manufacturers to predict data-driven insights, saving over $5k in quarterly revenue.
- Led a team of 9 employees in collecting financial data, identified growth opportunities, and implemented analytical strategies, which boosted sales through validated marketing campaigns by 20%.

Data Analyst Intern | Snow Data Science | Remote | **October 2023 – February 2024**
- Created Tableau dashboard & visualizations to enhance analysis across 10 industries aiding decision-making.
- Collaborated with 3+ analysts in cross-functional teams to perform analysis using Tableau & advanced Excel.
- Proficiently performed data cleaning & manipulation to help translate complex datasets having 34,045 rows.

DATA ANALYTICS PROJECTS

- Financial Data Analysis **| SQL |** Conducted a financial analysis of the World Bank, delving deep into the allocation and impact of its IDA) loans. Revealed that the World Bank disbursed $20 trillion across 137 countries, shedding light on the financial interventions in advancing socio-economic progress worldwide.
- Education Data Analysis **| Tableau |** Designed a dashboard to evaluate graduation rate, class size, and college attendance for 1,800 schools in Massachusetts to provide in-depth insights into educational outcomes.
- Healthcare Data Analysis **| MySQL |** Explored 100,000+ patient healthcare datasets, assessing key factors such as hospital equality & duration of hospital stay.
- Sales and Marketing Data Analysis **| Excel |** Analyzed DoorDash marketing trends using VLOOKUPs and Pivot Tables, revealing a correlation of 67% between customer spending and income. Employed various chart visualizations to effectively communicate findings.

EDUCATION AND CERTIFICATES

- University of Punjab – Bachelor's degree of Economics in Business Economics
- Data Analytics Accelerator Boot Camp – Data Career Jumpstart
- Certificates: Google Data Analytics Professional, Udemy SQL, Dataford SQL Expert, Udemy Excel