

SAIMA ABBAS | DATA ANALYST

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Profile:

I am a self-motivated Data Analyst with a diverse academic background spanning Biological Sciences, English literature, and Multimedia Computing, complemented by specialised training in data analytics from the London School of Economics and Political Science. I bring a highly analytical and detail-oriented approach to problem-solving, enabling me to uncover valuable data-driven business insights from complex datasets. My strong communication and collaboration skills facilitate effective knowledge sharing and impactful storytelling. I thrive in dynamic environments, leveraging my organisational skills, adaptability, creativity, and persistence to drive positive outcomes.

Technical Skills:

- **Programming & Data Analysis Tools:** (Pandas, NumPy, SciPy, Scikit-learn, Beautiful Soup, APIs), R, SQL, GitHub
- **Data Analysis:** Data Wrangling & Cleaning, Exploratory Data Analysis, Statistical Analysis
- **Data Visualisation:** Tableau, Excel, Matplotlib, Seaborn, Plotly, Power BI
- **Machine Learning:** Predictive Analytics, Regression Models, Clustering, Sentiment Analysis, Decision Trees, Random Forests, NLP
- **Other Skills:** Stakeholder Communication, Team Collaboration, Analytical Thinking, Project Management

Experience:

Data Analyst | London School of Economics and Political Science | London, UK | April – November 2024 | Grade: Distinction

- Utilised Python libraries (Scikit-learn) to interpret data of a gaming company. Developed predictive models, using K-means clustering, Multiple Linear Regression (MLR), and Decision Trees to gather insights into customer loyalty points accumulation, forecasted trends and analysed customer reviews to enhance business strategies. Performed statistical and correlation analyses using R (R-Studio) to explore data distribution and the relationship between variables.
- Helped uncover trends in resource utilisation and missed appointments by analysing the National Health Service (NHS) dataset using Python, web scraping techniques and APIS. Additionally, Twitter data was investigated to explore potential improvements in NHS staff efficiency and capacity planning.
- Conducted a comprehensive Excel and SQL-driven exploratory data analysis on a large dataset of a global supermarket. Presented engaging, interactive Tableau dashboards to non-technical stakeholders, demonstrating strong data storytelling capabilities. Highlighted the best-selling products and effective advertising platforms, and gathered data-driven insights and recommendations aligned with business requirements to help the supermarket increase its sales revenue and lead conversion rate.
- Led a team project for the Bank of England to analyse the correlation between central bank speeches and economic indicators using sentiment analysis, NLP and predictive modelling.

Optimised team efficiency by implementing collaborative tools. Successfully integrated an overlooked library into the project code, earning commendation for attention to detail, and enhancing the final submission. Developed conflict resolution skills by maintaining a calm demeanour during tense situations, advocating for team inclusivity.

BSc (Hons) Multimedia Computing | Aston University | Birmingham, UK | September 2014 – June 2016

- **Final Year Project:** Developed and delivered a Health & Safety Induction Training System using PHP, MySQL, HTML5, CSS3, and JavaScript.
- **Group Project:** Assisted with designing and developing a cruise booking website, improving team efficiency by coordinating meetings and documenting project progress.
- Applied various data mining algorithms to a structured dataset using Weka (a Machine Learning Software tool) as part of an assignment for the Data Mining module.

Previous Professional Experience in Schools and Nurseries

Grange Community School & Outwoods Primary School | Burton-on-Trent, UK | September 2007- June 2011

Volunteer Teaching Assistant & Part-time Dinner Supervisor

The Capital Public School & OPF Girls | Islamabad, Pakistan | September 1997– June 1999

Primary Class Teacher

- Collaborated with teachers and support staff, akin to teamwork in a professional setting.
- Collected, maintained, and updated accurate data for each student, demonstrating high levels of attention to detail and organisational skills. Analysed this data to ensure the proper support was being given.
- Adapted communication to present complex concepts to students in a simplified format, like stakeholders' reporting.
- Led creative initiatives such as school productions and classroom projects, showcasing project management, coordination, and leadership skills, which are valuable in data projects.

Education & Qualifications:

London School of Economics & Political Science (LSE) | London, UK | Data Analytics Career Accelerator | April 2024 – November 2024 | Grade: Distinction

Aston University | Birmingham, UK | BSc (Hons) Multimedia Computing | September 2014 – June 2016

Staffordshire University | Stoke-on-Trent, UK | HND in Applied Information Technology | September 2012 – June 2014 | Grade: Merit

University of the Punjab | Lahore, Pakistan | MA English Literature | September 1995 – June 1997

University of the Punjab | Lahore, Pakistan | BSc (Zoology, Botany, Chemistry) | Sept.1992 – June 1995

Languages & Interests:

- English & Urdu.
- Reading tech blogs and fiction, cooking, baking cakes, stained-glass painting and badminton