

SAIMA ABBAS

Location: Burton-on-Trent, United Kingdom. **LinkedIn:** www.linkedin.com/in/saimaabbas52

Email: saima_abbas@hotmail.com **Portfolio:** www.saimaabbas.com

Profile:

I am a self-motivated data analyst with a diverse academic background spanning Biological Sciences, English literature, and Multimedia Computing, complemented by a 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 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 & Tools:** (Pandas, NumPy, SciPy, Scikit-learn, Beautiful Soup, APIS), R, SQL, GitHub
- **Data Analysis:** Data Wrangling & Cleaning, Exploratory Data Analysis, Statistical Analysis
- **Visualisation:** Tableau, Excel, Matplotlib, Seaborn, Plotly
- **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 Healthcare (NHS) dataset by applying 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 made recommendations 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 | 2014 - 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 | 2007-2011

Volunteer Teaching Assistant & Part-time Dinner Supervisor

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

Primary Class Teacher

- Planned and delivered class lessons to a high standard, independently and by liaising with other teachers and assistants, ensuring pupils received the support they needed and achieved academic goals. Adapted communication style to make sure everyone understood the lesson.
- Managed children's behaviour by listening and communicating messages clearly and with tact.
- Took initiative in leading creative projects, including writing, producing, and directing school plays and preparing classroom displays, showcasing leadership, creativity, and event coordination skills.
- Collected, maintained and updated accurate data on each student's progress to identify learning needs and provide targeted support, demonstrating strong analytical thinking, attention to detail and organisation skills.

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 | 2014 - 2016

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

University of the Punjab | Lahore, Pakistan | MA English Literature | 1995 - 1997

University of the Punjab | Lahore, Pakistan | BSc (Zoology, Botany, Chemistry) | 1992 - 1995

Languages & Interests:

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