Ghufran Haidar

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PROFESSIONAL SUMMARY

A data analyst with experience in analyzing, visualizing, and interpreting data to develop data driven interventions. Experienced at forecasting timeseries and developing descriptive, predictive, and prescriptive models.

Core skills:

Technical Skills: Power BI, Tableau, SPSS, MySQL, and Cassandra

Programming Skills: Python (Panda, Numpy, Matplotlib, Plotly & Scikit-learn) and R

EDUCATION

American University of Beirut (AUB), Beirut, Lebanon   Aug. 2019 – Aug. 2021

Master's degree in Business Analytics (CGPA 3.81/4.00)

· **Capstone Project**: Market price prediction tool of used cars in the Lebanese market - collaboration with OLX Lebanon

Lebanese American University (LAU), Beirut, Lebanon   Aug. 2015 – May 2019

Bachelor's degree in Business - Banking and Finance (CGPA 3.82/4.00)

· Honor student at School of Arts and Science

EXPERIENCE

HACE: Data Changing Child Labor, Remote   Jun. 2021 – Present

Data Analyst

· Building a SQL database through processing and analyzing secondary data to generate cross-sectoral analysis on factors affecting child labor internationally.

· Creating interactive dashboards and visualizations using Python to better inform the public and private sectors.

· Presenting the results of the analysis to policy makers and assist in developing strategic interventions.

The KIP Project - Olayan School of Business (AUB), Beirut, Lebanon   Sep. 2019 – Aug. 2021

Research Assistant

· Analyzing qualitative and quantitative data on topics related to business and gender in MENA region.

Global Technology and Management Consultancy (GTMC), Beirut, Lebanon   Oct. 2018 – Feb. 2019

Project Analyst

· Performed statistical analysis (prescriptive and predictive) using Excel and R- language to build data-driven solutions.

· Assisted in the development of project's strategy and business plan for profit and non-profit organizations.

· Developed key performance indicators, monitored, and evaluated the implementation of the new projects.

Soul NGO - Project and Development Unit, Remote   Aug. 2016 – Sep. 2017

Researcher

· Evaluated and analyzed surveys to develop situational feasibility analysis.

· Conducted comprehensive analysis of prices, needs, and resources to develop WASH project's budget.

FREELANCE PROJECTS

Transportation Company (Confidential), Aden, Yemen   Jun. 2021

· Supply and demand analytics Power BI dashboard with strategic intervention plan to match the supply and demand and achieve maximum efficiency in resource management.

Clothing Company (Confidential), Istanbul, Turkey   Mar. 2021

· Marketing analytics Power BI interactive dashboard to evaluate current marketing channels and develop strategic customer-driven marketing campaign.

Delivery Company (Confidential), Cairo, Egypt   Nov. 2020

· Assisted in the development of a python algorithm (heuristic and mathematical) that optimizes datapoints to give optimal route for vehicles.

Startup Analytics (Confidential), Dubai, United Arab Emirates   Apr. 2020

· Extracted, transformed, and interpreted sales and customers data using python and Power BI for a newly established Startup to develop data driven expansion and resource management plan.

ACADEMIC PROJECT

IBM HR Analytics Employee Attrition: Assisted in the development of regression and classification models on R to detect factors impacting employee's attrition rate and provided recommendation to decrease the percentage.

Child Marriage Dashboard: Fully interactive Tableau dashboard of real-time and historical data aiming at raising awareness of child marriage rates worldwide to formulate policies and interventions with concerned parties.

SUMMARY SKILLS

Languages: Arabic and English

Business skills: MS Office, Research design, hypothesis testing, forecasting analytics, project planning and development

CERTIFICATIONS

· **Google:** Data Analytics Professional Certificate

  · **Google:** Ask Questions to Make Data-Driven Decisions   Jun. 2021

  · **Google:** Foundations: Data, Data, Everywhere   May 2021