

Khadija Amjad

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Skills

- SQL | MySQL | PostgreSQL | MongoDB | BigQuery | Python (numpy, pandas, scikit-learn, pytorch, matplotlib) | R | Talend | Apache Superset
- Tableau | Looker | Power BI | MSSQL | C++ | Java | Matlab | ETL | ELT | OOP | Microsoft Excel | Google Cloud Platform | JIRA | Confluence | shell programming
- English, Urdu – All professional proficiency or above

Experience

Data Analyst II

Careem (UBER)

Pakistan

04/2023 - Present

- Drove Ride Hailing (Customer) squad in converting complex data and findings into compelling narratives which drove business decisions with clear actionable insights using **A/B Testing, Funnel Analysis, Cohort Analysis, and Customer Segmentation**.
- Analyzed all Ride-hailing experiments of a company-wide cross-selling initiative “**Flywheel**”. In this project, I uncovered various engineering bugs, made strategic decisions with data, and communicated the findings to senior leadership of Careem. I collaborated with cross-functional teams like design and engineering teams to increase Careem plus subscribers without impacting core rides offering. This resulted in **6pp** lift in conversion and **35%** lift in trips per user.
- Identified and sized broken customer experiences in the ride-booking journey. Gathered insights from data and analyzed multiple A/B tests that added significant value to the proposition of **EEM** (Every experience matters).
- Took the initiative to deep dive into the data gathered from Beta launch of **School package** product in Dubai. Identified the right target customer segment for marketing which increased the customer throughput and conversion. Provided recommendations to improve the product offering by analyzing the friction in purchase and booking flow.
- Led an analysis to define, instrument, and maintain business-critical KPIs / metrics for the new Bid/ask product considering the complete user-centered product lifecycle. Also built a dashboard using **SQL and Apache Superset** to keep track of all KPIs.
- Built a cross-selling regression model to convert Single-service users to Multi-service users based on customer engagement, experience, and preferences. The model predicted likeliness of a Ride-hailing customer to convert to food services with **84% accuracy**.

Senior Data Analyst

Afiniti

Pakistan

08/2020 - 04/2023

Senior Production Analyst

Production Engineer

- Led the analysis on Sales through service dataset and identified an opportunity to increase first-time resolution rate (FTR) of callers for UK’s largest mobile network operator (O2), driving **£2 million** of revenue every year for Afiniti using the technologies of **SQL, Python, Apache Superset and Excel**.
- Performed the analysis using **MySQL, Tableau, and Spreadsheets** to identify zero agents, saving ~5k agents every month from being out of scope and reducing the impact on performance.
- Automated weekly, monthly, and quarterly gain reports using **PostgreSQL, Python (Pandas/NumPy/SciPy), and Talend** which reduced the manual effort by **100%**.
- Configured multiple metrics, alarms, and dashboards for real-time production data monitoring using **SQL and Apache Superset**.
- Researched, diagnosed, and identified trends in production data of high-revenue clients (United Health Care, Telefonica Spain) to identify real-time issues in the intelligent pairing of agents and callers.
- Promoted 3 times in 2 years for achieving operational excellence. Mentored 5 new resources for the role of a data analyst.

Education

Masters of Science

National University of Science and Technology (NUST)

Pakistan

09/2020 - 12/2022

- Major in Computer Science

Bachelors of Science

Ghulam Ishaq Khan Institute of Engineering Sciences and Technology (GIKI)

Pakistan

08/2016 - 07/2020

- Major in Computer Engineering

Student Exchange Program

North Polytechnic University (NWPU)

China

09/2020 - 12/2022

- Major in Pattern Recognition

Projects

- **ASTHMA SEVERITY PREDICTION:**
 - Trained k-means, Stochastic gradient descent, and Random forest on textual symptoms (NLP) of 130 patients to predict the severity of asthma attacks.
 - Achieved accuracy of **92%, 86%, and 92%** respectively (**10/2021**)
- **MYO Armband controlled 6 Degrees of Freedom Robotic Arm:**
 - Designed and implemented a Robotic arm that allowed 6 degrees of freedom and replicated the gestures of human arm and hand using MYO Armband to detect muscle activity and Arduino as an intermediate interface. This project was sponsored by R&D unit of Pakistan Air Force (PAF).
 - Published a [Conference paper](#) in ICMRA Conference and [Poster paper](#) in SMARTTECH2020 Conference.

Certifications

- **Google Advanced Data Analytics Professional Certification:** Data analysis | Visualization | Hypothesis testing | Statistics | Regression Analysis | Machine Learning | Deep learning
- **Ericsson ICT Professional Foundation Program:** Artificial Intelligence | Internet of Things | Data Science | Automation | Statistics

Others

- **Deans Honor Roll:** Awarded with Deans Honor Roll in Bachelors **(2019)**
- **Certificate for being among the top 10 students of Bachelors class (2020)**
- **National Level Scholarship (PEEF) winner:** Won merit-based scholarship during bachelors for excellent academic performance **(2020)**
- **Star Performer at Afiniti:** Received Star performer award at Afiniti **(2020)**