

# Laraib Fatima

Data Analyst | DBA | BI | SQL

+923085080599 [◇ laraibfatima512@gmail.com](mailto:laraibfatima512@gmail.com) [◇ Islamabad, 44100, Pakistan](#) [◇ LinkedIn](#)

## SUMMARY

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Data professional with expertise in designing databases using Teradata and MySQL, performing GIS mapping for accurate geographical representation, and utilizing statistical techniques for data transformation. Proficient in Arc-GIS, Advanced MS Excel, and BI Tools for insightful reporting and visualizations. Demonstrated success in delivering 100% accurate demographics to UNICEF and generating significant revenue through precise data mapping tools as Disperse and Figma Map

## SKILLS

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**Data Management** databases design, MY-SQL, TD SQL Studio, Talend  
**Data Analysis** Financial Analysis, Reporting, and Statistical Techniques using SPSS, SQL, Python  
**Data Visualization** Interactive Dashboards, Data Visualization (Power-BI/ Tableau), Arc-GIS  
**Software Proficiency** Advanced MS Excel, Figma Map, CRM Software's Hub staff, Slack Project Planning  
**Presentation Skills** Composed attractive presentation using Canva

## EXPERIENCE

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**Data Analyst** Dec '22 — Present  
MicroMerger

- Show geographical aspects of Polio Virus (working domain) through GIS Mapping Techniques, shows 100% accurate demographics presented to UNICEF.
- Use statistical techniques for extraction and transformation of data for better representation and understanding and generate a positive impact on external teams.
- Provide the detailed reports using BI Tools Power-BI desktop and generate comprise Talent

**Data Engineer** Oct '22 — Dec '22  
DCUBE Tech

- Use Data Mapping tools like Disperse & Figma Map for accurate Mapping
- Generate Pre
- Mapping and Post Mapping Responses and upload back on Disperse Tool
- provided 99.95 Mapping Accuracy, generate 2.5 million of revenue.

**INTERN** Oct '21 — Apr '22  
PMCL (Jazz)

- Work on Regularization and Reconciliation of SC Alpha Numeric, and USSD, achieve
- 97 % of Approvals that lead to generate PKR Revenue of 76 million.
- Automate the Daily, International and & Domestic blocking Reports.
- Assemble the databases for the project assigned, and assisted to craft SLAs & KPIs for different projects like, SC 9000 that was utilized to benchmark the Technical Integration of spam

## EDUCATION

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**BS in Electronics**, Quaid e Azam University Islamabad Nov '17 — Oct '21  
Islamabad, Pakistan

## PROJECTS

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Digital Image Processing  
Digital Signal Processing  
Object Oriented Programming (OOP)  
Basic Circuit Theory

## CERTIFICATIONS

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**Training on Data Analysis with BI Tools**  
UNICEF

**Communication for Development**  
UNICEF

**Business Intelligence and Data Warehouse course**  
DICE ANALYTICS

