

Laraib Fatima

Data Analyst | DBA | DWH | BI specialist

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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**

TECHNICAL SKILLS

- Design databases using Teradata,
- Use the following tools like Teradata Express Studio, Talent, My SQL, Arc-GIS, Advanced MS Excel (Functions, Formulae) & Power-BI for reporting and generating Visuals.

PROFESSIONAL WORK EXPERIENCE

Data Analyst, MICROMERGER

2022-UPTODATE

- 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 at DCUBE TECH.

Sep-22- Dec-2022

- 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 At PMCL (JAZZ)

Oct-21 - April-2022

- 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

BS Electronics |Quaid e Azam University Islamabad

(11.2017 – 10.2021)

Focus: Digital Image Processing, Digital Signal Processing, Object Oriented Programming (OOP), Basic Circuit Theory etc.

Workshops and Conferences:

- Attended International conference on recent Trend in Data Analysis
- Training on “Data Analysis with BI Tools and Data Warehousing
- Communication for Development by UNICEF Certification
- Project Management

Certificates:

- *Business Intelligence and Data Warehouse course by (DICE ANALYTICS)*
- *Google | Data Analytic Professional (coursera | Online)*
- *Relational Database & SQL(Stanford|Online)*
- *Power-BI For All Levels (CODE BASICS)*
- *Prevention of sexual exploitation and abuse (PSEA)*

References:

❖ **Ayaz Ali Shah**
(Employer)

Provisional Manager, Micro Merger, DSC UNICEF
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