Zaheera Hanif

DATA ANALYST & REPUTATION CONSULTANT

CONATACT

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Mission-driven Data Analyst & Reputation Consultant skilled in uncovering actionable business insights and improving online trust, ratings, and customer conversions. Proficient in **SQL, Python, Power BI**, and **API integration**, with experience in building dashboards, analyzing customer feedback, and managing online reputation strategies. Passionate about using data and reputation insights to drive growth, enhance trust, and support informed decision-making. Committed to continuous learning and delivering measurable impact.

Technical & Analytical Skills

- Data Analysis & Visualization: Python (Pandas, NumPy), SQL, Power BI, Tableau, Looker Studio, Matplotlib, Seaborn – for actionable insights and decision support.
- Data Engineering & Integration: Web Scraping, REST APIs, OpenRefine, Mockaroo (Synthetic Data Generation) – collect, clean, and manage structured/unstructured data.
- Reputation & Business Insights: Customer feedback analysis, sentiment tracking, identifying service gaps, and optimizing trust and conversion metrics.
- Machine Learning: Scikit-learn – statistical analysis, predictive modeling, and pattern recognition.
- Soft Skills: Data storytelling, problem-solving, attention to detail, strong communication & collaboration, continuous learning, multi-tasking.

Experience

Reputation Consultant & Data Analyst

Remote | 2025 – Present

- Analyze customer feedback and business data to identify service gaps affecting trust, ratings, and conversions.
- Build dashboards and reports to track reputation and performance metrics.
- Collaborate with teams to implement improvements and enhance customer experience.

Research & Data Analyst Intern

ByteAim | April 2025 – July 2025

- Extracted and cleaned NGO data from PDFs for the Amdad project
- Stored structured data in PostgreSQL for analysis
- Identified high-budget NGOs and managed outreach tracking
- Refined data collection forms and followed up on missing info via email

PROJECTS

Retail Sales Analysis
- Collected and analyzed sales data on product performance, customer segmentation, and revenue trends
- Visualized insights with **Python** (Seaborn, Matplotlib) and built a **Power BI** dashboard boosting efficiency 20%
- Prepared a PowerPoint report to summarize findings

Web Scraping & API Data Extraction
- Scraped e-commerce sites for pricing trends and reviews using **BeautifulSoup**
- Generated and analyzed sales data via Mockaroo API to identify consumer preferences

Education & Certificates

- **Professional Certificate in Data Science** – *Coursera, Aug 2024*
  - • Python, SQL, data viz (Seaborn, Matplotlib), ML with Scikit-learn
  - • Capstone in EDA and data storytelling

- **Excel Skills for Data Analytics and Visualization** – *Coursera, July 2025*
  - • Pivot tables, formulas, dashboards, data cleaning

- **Data Modeling in Power BI** – *Coursera , June 2025*
  - • Relationships, DAX, star schema, model performance

- **Machine Learning & AI** – *2025 (*E-Hunar)
  - • ML algorithms, Python (Pandas, Scikit-learn), model training