SARMAD CHEEMA

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--- Data Analyst ---

PROFESSIONAL EXPERIENCE

Explore Edmonton
Business Intelligence Analyst   **August 2023 - Present**

- Enhanced Power BI dashboard performance, achieving up to 20% faster load times by streamlining data models, reducing visual complexity, and optimizing DAX expressions
- Conducted comprehensive survey analysis by designing and administering surveys, cleaning data (e.g., removing duplicates, correcting inaccuracies), and analyzing results using Python to provide actionable insights to senior leadership - Reduction in parking costs, more food & beverage options, increased accessibility at the venues
- Spearheaded the business case for implementing a data lake, leading to the successful adoption of a data lake in Databricks, which provided the organization with robust ETL capabilities, improved data accessibility, scalability, and advanced analytics
- Used Power Automate to automate CSV extraction from email and import it into a Sharepoint folder, which was the data source for some of the Power BI dashboards

Government of Canada   **Jan 2021 - June 2023**
Data Analyst

- Created various Excel documents to assist with pulling metrics data and presenting information to stakeholders
- Coordinated statistical data analysis and presented it to Indigenous leaders to foster clientele relationship-building
- Leveraged PowerBI to analyze and visualize a $28M budget allocation, delivering insights to upper management for better fund distribution to different nations
- Created and delivered PowerBI training program that streamlined data monitoring processes, resulting in 30% improved reporting efficiency across departments.
- Scrubbed data for errors and made corrections to maintain clean records.

PROJECTS

Credit Card Fraud Transaction

- Significantly more non-fraudulent transactions creating an imbalanced dataset, used undersampling and oversampling techniques were applied to balance the classes.
- Classify transactions using XGBoost and fine-tune the parameters using grid search
- Before fine-tuning, the F1-Score was **0.71** and after fine-tuning, the F1-score was **0.98** showing substantial increase in the model's ability to correctly classify transactions

Gymshark Webscraping SQL Project

- Extracted data from Gymshark by using the Python playwright library, which parses dynamic websites
- Created a PostgreSQL database from scratch and imported the extracted JSON file into the database
- Wrote advanced SQL queries that used Windows function, ranking, joins CTEs to understand the impact of product ratings on customer purchases
- Developed a Power BI dashboard based on query outputs

SKILLS

Analytical Report Writing
Advanced Microsoft Excel
Data Visualization
Power BI
Power Point
Python
R
SQL

CERTIFICATIONS

SQL for Data Science | UC Davis 2022
Kaggle Mini Courses | 2021
Excel to PowerBI | Noble Prog 2021
Gender-Based Analysis | Gov Canada 2021
Complete Data Science Bootcamp | Udemy 2020
Databases and SQL | IBM 2020

EDUCATION

Bachelors of Science
Statistics and Psychology
Grant MacEwan University, 2020