Sofia Safa
Data Analyst

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PROFILE

Experienced, Self-motivated Business Operations & IT Recruiter with 3+ years of industry experience overseeing the Operations and Recruitment department of a technology company. Equipped with a diverse and promising skill-set. Looking for a position of Data Analyst where I can employ my skills i.e. Python, SQL & Data Visualization to provide valuable insights and drive business growth.

PROFESSIONAL EXPERIENCE

IT Recruiter & Business Operations   03/2021 – present | Hyderabad, India
HKR Infotech Pvt. Ltd.
- Utilized advanced Boolean search techniques to hire freelancers for various IT skill sets, leading to improvement in candidate quality and contributing to the company's overall success.
- Enhanced candidate sourcing process by building strong relationships and analyzing data using Excel, resulting in a decrease in time-to-hire and improved overall operational efficiency.
- Negotiated higher job offers and closed more positions with top candidates by leveraging industry trends and competitor hiring practices leading to a stronger talent pipeline and increased hiring efficiency.
- Enhanced payment tracking and scheduling accuracy through effective management of Excel, resulted decrease in overdue payments and improved cash flow.
- Managed daily operations, including scheduling and customer relations, resulting in an increase in overall business productivity using Excel.

Data Analyst Intern   02/2024 – present | Hyderabad, India
Full Stack Academy
- **Data Cleaning and Preprocessing:** Conducted data cleaning and preprocessing tasks, ensuring data accuracy and reliability for the analysis.
- **Statistical Analysis:** Applied statistical methods to analyze and interpret datasets, extracting meaningful patterns and trends.
- **Data Visualization:** Utilized tools and technologies to create visually compelling and informative dashboards.
- **Report Generation:** Compiled and generated reports summarizing analytical findings, providing actionable insights to support strategic decision-making.

PROJECTS

Pythonic Voyage: Unveiling Titanic Survival Patterns 🔗
Objective: To Analyze the survival rate of passengers.
Tech Stack: Python : Pandas, NumPy, Matplotlib and Seaborn.
Findings: The findings for survival rates are calculated on different factors i.e. Age, Sex, P Class, Fares and City wise.

Indian Food Analysis 🔗
Objective: To analyze the Indian foods cooking trends.
Tech Stack: Python : Pandas, NumPy and Matplotlib.
Findings: The findings for Indian Food is done on different attributes i.e. Vegetarian or Non-Vegetarian, Cooking Time and flavors.

Leveraging Call Center Data : Customer Review Analysis 🔗
Objective : Analyzing the call center dataset to identify patterns, trends, and actionable insights.
Tech Stack: Excel (Pivot Table and Charts)
Findings: The findings are calculated based on the highest number of calls attended and highest number of reviews. The insights are extracted after the analysis.

EBAY Women's Perfume Sales 🔗
Objective: Generating the dashboard of EBAY women perfume sales
Tech Stack: Power BI (Bar Charts, Column Charts, Pie Charts, Slicer)
Findings: The Analysis is done from the dashboard to know the total sales and average pricing.

A Study on Future Prospects of Cryptocurrency in India -2021 🔗
Objective: To study the future prospects of Crypto Currency in India through individual's perception.
Tech Stack: Excel (Bar Charts and Pie Charts)
Findings: It can be concluded that people in general are aware of the Cryptocurrency and they would like to see it as part of their investment portfolio as it provides good return. But they are not willing to invest in Cryptocurrency due to lack of regulation from Government and regulatory authorities.

EDUCATION

Bachelor of Business Administration (Finance)   2018 – 2021 | Hyderabad, India
Indian Institute of Management and Commerce

SKILLS

SOFT SKILLS: Analytical Skills, Communication Skills, Decision Making, Leadership, Management Skills, Negotiation, Problem Solving, Time Management, Recruitment.

TECHNICAL SKILLS: Data Analysis, Data Cleaning, Data Visualization, Excel, Google Looker Studio, Matplotlib, NumPy, Pandas, Power BI, Python, Seaborn, SQL, Tableau.

PUBLICATIONS

E-Paper on Impact of COVID -19 on Industry, Trade , Business and Employment
Published in the Journal of Indian Institute of Management and Commerce.

CERTIFICATES

Certificate of Completion: 🔗 Attended live workshop on Data Analysis Using AI at Skill Nation