

Syed Abdullah Hassan Zaidi

Associate – Data Analytics & Business Intelligence

sabdullahzaidi5@gmail.com ◇ [LinkedIn](#)

◇ [Portfolio](#) ◇ +92 310 7111693

OBJECTIVE

Data Analyst with hands-on experience in Python, SQL, and Power BI, specializing in building end-to-end data solutions including churn prediction, revenue optimization, and AI-powered analytics tools. Proven ability to transform raw data into actionable insights through data modeling, visualization, and automation. Passionate about leveraging data-driven approaches to solve real-world business problems and continuously expanding expertise in advanced analytics and AI.

EDUCATION

BS in Information Technology, Air University Islamabad

2020 - 2024

SKILLS

Technical Skills: SQL, Python (Pandas, NumPy, Matplotlib, SciPy), Power BI, Excel, Power Query, Data Analysis, Data Visualization, Statistical Analysis, Machine Learning (Decision Trees, K-Means, Isolation Forest)

Tools & Platforms: Anaconda, Jupyter Notebook, MySQL, Oracle SQL, SQL Server (SSMS), SQLite, Streamlit, Ollama, Git/GitHub

Core Competencies: Data Cleaning & Transformation, Dashboard Development, KPI Tracking, Churn & Revenue Analysis, Predictive Modeling, Business Insights Generation

Soft Skills: Problem-Solving, Communication & Presentation, Adaptability, Collaboration, Time Management, Continuous Learning

EXPERIENCE

Founder & Freelance Entrepreneur — Self-Employed

Jan 2024 – Present

- Started freelance work as an **Airbnb Co-Host**, managing property listings, guest communication, bookings, and issue resolution
- Launched an e-commerce brand **“Sakoon-e-Shama”**, selling candles and room mists through online channels
- Handled business operations, including customer interaction, order fulfillment, and service quality
- Coordinated with partners and clients to ensure timely delivery and positive customer experience
- Developed strong communication, adaptability, problem-solving, and time-management skills

Associate Data Analyst Intern (Remote) — NeoDocto Inc.

Jun 2023 – Sept 2023

- Analyzed and transformed 50,000+ records using SQL and Excel to support operational and business reporting
- Built Power BI dashboards for stakeholders
- Automated reporting tasks using Python

PROJECTS

Personal AI DATA analyst Assistant | Tools: Python, Streamlit, Pandas, NumPy, Matplotlib, SciPy, OpenPyXL, Ollama

- Developed an end-to-end AI-powered data analysis tool that converts natural language queries into executable Python code for accurate analysis of CSV, Excel, and JSON datasets.
- Implemented deterministic prompt-to-code translation to handle common analytical tasks (summaries, visualizations, anomaly detection) without relying on LLMs, improving reliability.
- Integrated local LLM support using Ollama for handling custom user queries, enabling flexible and privacy-preserving code generation.
- Built an interactive Streamlit dashboard for data upload, automated prompt suggestions, and real-time display of results including tables, text outputs, and visualizations.
- Designed a safe execution pipeline to run generated code on pandas DataFrames, ensuring accurate computations and downloadable outputs. [Github](#)

Telecom Customer Churn Prediction & Profit Optimization | *Tools: Python, SQL (SQLite), Power BI*

- Built an end-to-end telecom churn analytics solution using Python, and Power BI on a dataset of **7,000+** customers
- Improved churn detection by increasing churn recall **by ~20%** through class balancing and probability threshold optimization
- Implemented **profit-based decision logic** to identify actionable high-risk customers, reducing unnecessary retention costs.
- Designed a Power BI dashboard with **10+ KPIs** (churn rate, high-risk customers, expected profit) to support management decisions. [GitHub](#)

Revenue-Focused Customer Upsell Analytics (Telecom) | *Tools: Python, SQL (SQLite), Power BI*

- Built an end-to-end upsell analytics solution for **6,000+** telecom customers, focusing on identifying existing users most likely to upgrade plans or purchase add-on services.
- Designed business-driven upsell logic using customer tenure, monthly charges, and service usage, and trained an interpretable **Decision Tree model** to assign upsell probability.
- Integrated model outputs into **SQL (SQLite)** and categorized customers into High / Medium / Low upsell priority, enabling targeted and cost-effective revenue campaigns.
- Developed an executive-ready **Power BI dashboard** showcasing top upsell customers, upsell priority distribution, and revenue potential for business stakeholders. [GitHub](#)

SaaS User Analytics & Upsell Strategy | *Tools: Python, SQL (SQLite), Power BI*

- Analyzed SaaS user behavior and revenue data to identify upsell opportunities.
- Used advanced SQL (CTEs, window functions, cohort analysis) to compute KPIs like ARPU and feature adoption.
- Applied **K-Means** for user segmentation and **Isolation Forest** for anomaly detection.
- Built an interactive Power BI dashboard with KPIs, slicers, and revenue insights for decision-making. [GitHub](#)

Air Quality Index (USA) Analysis | *Tools: MS Excel, Power BI*

- Analyzed multi-decade US air quality data using Python, SQL, and Power BI to clean, transform, and visualize trends, building interactive dashboards and assessing relationships between pollution, population density, and policy interventions to identify high-risk regions. [GitHub](#)

Adidas Sales Analysis in PowerBi | *Tools: MS Excel, Power BI*

- Conducted end-to-end Adidas sales and profitability analysis by evaluating regional and product performance, tracking key KPIs, and using data visualizations to present insights on trends, distribution, and overall business performance. [GitHub](#)

EXTRA-CURRICULAR ACTIVITIES

- E-commerce Brand (Sakoon-e-Shama) - Airbnb Co-Host