



UROOJ TALIB

Data Analyst | Machine Learning, NLP, Neural Networks

Email: uroojtalib5@gmail.com Phone: +92 3129547921 Nationality: Pakistani

CAREER OBJECTIVE

To establish a successful career as a Data Analyst by applying strong skills in Python, SQL, Power BI, and data-driven problem solving, contributing to impactful business decisions and continuous professional growth.

WORK EXPERIENCE

Data Analyst (6-months) — Anonymous AI (2025)

- Worked on structured & unstructured datasets using **Python (Pandas, NumPy)**, **SQL**, **Power BI**, ensuring high-quality data preprocessing for analysis.
- Contributed to the development of the **InsightFlow Dashboard**, creating automated visual reports for performance and trend monitoring.
- Assisted in building small **ML-based prediction models** using **Scikit-Learn**, focusing on feature selection and model evaluation.
- Collaborated with the analytics team on the **DataOps Pipeline**, optimizing reporting workflows and improving decision-making accuracy.

WordPress Developer — Freelance (1 Year) (2024)

- Designed and developed responsive WordPress websites using **Elementor**, **WPBakery**, and **custom themes**, ensuring high-speed and SEO-optimized performance.
- Managed end-to-end client projects, including **site setup**, **theme customization**, **plugin configuration**, **ecommerce setup**, and **UI fixes**.
- Improved website functionality with **custom forms**, **payment integrations**, **speed optimization**, and **mobile-friendly layouts**.
- Delivered multiple client projects on time with a strong focus on **clean design**, **user experience**, and **technical troubleshooting**.

CERTIFICATIONS

• Data Science with AI (Data Analyst)

Advanced Python, EDA, data cleaning, visualization, SQL, Tableau, Power BI, Statistics, Mathematics and ML concepts.

• Shopify E-Commerce (Advance)

Store setup, theme customization, product listing, and app integrations.

• IELTS Certification (2024)

English language proficiency test completed in December 2024.

- **WordPress Web Development (Advanced)**

Advanced WordPress design, Elementor, WooCommerce, and theme customization skills.

- **Microsoft Office Professional (Coursera)**

Training completed in MS Word, Excel, and PowerPoint.

- **Amazon Private Label (Enablers Lahore)**

Product research, keyword analysis, listing creation, and sourcing basics.

SKILLS

- Python (Pandas, NumPy)
- SQL
- Power BI
- Data Cleaning & Preprocessing
- Basic Machine Learning (Scikit-Learn)
- WordPress (Elementor, WPBakery, WooCommerce)
- Theme & Plugin Customization
- Responsive Design & SEO Optimization
- Amazon Product Research & Listing Optimization
- MS Word, Excel, PowerPoint, Google Sheets
- E-Commerce Shopify, eBay, Walmart, Amazon
- Canva & Capcut

Hobbies:

- Reading & Writing
- Learning New Technology
- Exploring E-commerce Opportunities
- Data Analysis Practice

EDUCATION

ADP English — University of Poonch Rawalakot (2024)

ICS (Science) — Oasis College of Science and Commerce (2022)

Matric (Science) (2021)

LANGUAGE

- English (fluency)
- Urdu (native)

REFERENCE

Available upon on request.