

عمر  
حسين  
محلل بيانات  
// الإبداع

# UMAR HUSSAIN

DATA ANALYST //  
PROCESS AUTOMATION

## GET IN TOUCH

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## WORK EXPERIENCE



### RETAIL DEPLOYMENT ANALYST

Redditch

- Lead analyst for retail operations, strong process automation skills which have saved over 800 hours of manual reporting YoY with advanced Python use for ETL.
- Responsible for accurately deploying a £120 million payroll budget to all 450+ retail stores, to ensure that we have the right person at the right time to meet our sales demands.
- Created various data-driven visualisation web-apps (javascript, SQL) to give store managers better visibility of their data, which helps the company make informed decisions at a macro and micro level.
- Saved over 23k in management hours a saving of £2,3m in labour hours by creating various web apps and simple ETL processes.
- Manage production SQL database (SSRS) with strong ETL pipelines to give a daily flow of data.
- Advanced Python skills to wrangle data and quickly analyse to answer business questions.
- Use of various libraries to scrape the web, do basic NLP and sentiment analysis.
- Migrating and managing legacy code with accuracy and precision with documentation.
- Work cross-functionally on ad-hoc and strategic projects.
- Strong HTML, javascript and ASP server-side skills to manage Halford's internal intranet for Stores.

August 2018 - Present

### DATA MANAGER - CONTRACT

Coventry

- Managed database migration during GDPR project along with new CRM tool Hubspot.
- Analyse email campaign and web data to the campaign management team. Clean and wrangle customer data prior to GDPR cleanse.
- Led change in the team for all sales reps to use google sheets to track sales, allowed for greater data integrity and live tracking of sales, which was only monthly in the past.
- Created the first Sales & Marketing Power BI dashboards and moved away from basic excel reporting.
- Worked with historical data to provide LFL analysis on marketing and campaign data.
- Managed opt-in campaign with complex workflows in Hubspot, that resulted in an engaged 15% opt-in rate from all historical customer contacts.

Jan 2018 - August 2018

### ACCOUNT EXECUTIVE - MIDDLE EAST, NORTH AFRICA & INDIA

Birmingham

- Project Manage the delivery of digital and Print asset to 24 countries in the MENA region and India in 3 different languages.
- Robust stakeholder management with senior JLR members in the UK, India and Dubai.
- Test RTL (right to left) Arabic for all website and brochure design.
- Created bespoke trackers in Google sheets used in 8 different countries to track deliverables.
- Accountable for final sign off all brochures and websites for my markets prior to launch and print.
- Directed two successful localisation campaigns for the F-PACE launch both in Dubai and India both of which received millions of views.
- Strong localisation and cultural skills required to understand complex foreign markets.

2015 - 2017



## EDUCATION

- 2018 • **DATA ANALYST NANO DEGREE** at UDACITY Online  
Data Analyst Degree: Inferential and Descriptive Statistics, R, Python, Advance SQL, Data Cleaning, Data Analysis, Google Dashboards, Google Analytics.
- 2017 • **POST-GRADUATE ARABIC LANGUAGE DIPLOMA** Jordan  
Qasid Institute of Language - Amman.  
Advanced studies in Arabic Media and Issues in the Middle Eastern region. Discourse and textual analysis of classical and modern texts.
- 2011- 2015 • **B.A HONS ARABIC & MIDDLE EASTERN STUDIES // 2:1** Leeds  
at University of Leeds.  
Degree included a year abroad in Cairo Egypt studying Arabic; modules in translation, grammar, politics, history and culture. As well as a short course in Mandarin Chinese

## WHY ME?

A highly motivated and passionate data manager who specialises in creating dynamic analytic ecosystems to boost the speed of data-gathering through automation, whilst ensuring accuracy. A strong believer in the growth mindset, currently studying Python, Linear Algebra and spark for big-data.

Power BI || Python || Excel || Gsuite || Javascript || Hubspot CRM || SQL || HTML/ CSS || Django.

## SKILLS



PYTHON	● ● ● ● ●
POWERBI	● ● ● ● ●
MS EXCEL	● ● ● ● ●
HTML / CSS	● ● ● ● ●
ADOBE SUITE	● ● ● ● ●
JAVASCRIPT	● ● ● ● ●
PROJECT MANAGEMENT	● ● ● ● ●
GSUITE // GA	● ● ● ● ●
DATABASE (RDMS)	● ● ● ● ●
DOCUMENTATION	● ● ● ● ●
CMS	● ● ● ● ●

## LANGUAGES

Arabic	● ● ● ● ●
Turkish	● ● ● ● ●
Mandarin	● ● ● ● ●
Urdu	● ● ● ● ●

References on request.