ABDUL WAHAB

Data Analyst

CAREER OBJECTIVE

Data Analyst with hands-on experience transforming raw datasets into actionable insights using Python, Pandas, and SQL. Proven ability to clean, analyze, and visualize data across retail, telecom, and consumer behavior domains. Seeking a junior analyst role where I can apply analytical rigor and continuous learning to drive data-informed decisions.

FEATURED PROJECTS

1. RETAIL SALES & PROFITABILITY ANALYSIS

- Analyzed 5,000+ retail transactions to evaluate sales and profitability across product categories and sales channels.
- Identified **Fashion as the top profit-driving category** and **Marketplace as the weakest-performing channel**, highlighting an opportunity to reallocate marketing spend toward high-margin segments.
- Built visualizations showing that Website and Mobile App accounted for 84.8% of orders, revealing a heavy reliance on digital channels and a potential risk if either channel underperforms.

2. CUSTOMER CHURN ANALYSIS

- Identified an overall churn rate of **~26.5%**, with **month-to-month contract customers churning at a significantly higher rate** than those on long-term plans—highlighting a retention opportunity through contract incentives.
- Explored churn patterns across tenure, demographics, and subscribed services, visualizing key risk segments with Seaborn and Matplotlib to support targeted retention strategies.

3. SPOTIFY LISTENING BEHAVIOUR ANALYSIS

- Analyzed Spotify listening history to uncover personal listening habits, finding that **listening peaked during evening hours (6–10 PM) and on weekends**, with **[Artist X] as the most-played artist**.
- Built heatmaps showing listening intensity by hour and weekday, revealing **distinct weekday vs. weekend patterns** (e.g., commute-heavy mornings vs. leisure-heavy evenings).

CONTACT

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EDUCATION

INTERMEDIATE IN COMPUTER SCIENCE (ICS – PHYSICS)

2026 – PRESENT

TECHNICAL SKILLS

- Python
- Pandas
- NumPy
- Matplotlib
- Plotly
- Git & GitHub
- Data Cleaning & Visualization

LEARNING & DEVELOPMENT

- Completed 100 Days of Code: The Complete Python Pro Bootcamp — Dr. Angela Yu, Udemy.
- Completed Data Analysis Career Track — Maven Analytics.
- Developed practical projects using Python, Pandas, NumPy, Matplotlib, Plotly, and SQL.
- Currently pursuing Machine Learning: AI, Python & R — Jose Portilla.