

Waleed Shafqat

Senior Analytics & Data Science Consultant

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Lahore, Pakistan · Remote

linkedin.com/in/waleedshafqat1

upwork.com/fl/waleedshafqat · **Top Rated**

waleedshafqat.com

◆ Available for select projects

PROFESSIONAL SUMMARY

Senior Analytics & Data Science Consultant with 7+ years turning complex data into strategic business decisions. Specialist in enterprise BI dashboards, predictive modeling and analytics automation — delivered for Levi's, AstraZeneca and Toyota across retail, pharmaceutical and automotive finance. Top Rated on Upwork with 100% client satisfaction. Currently a Senior Data Scientist at Lynx Analytics (Singapore), promoted in 2024.

CORE SKILLS

BI & Reporting	Power BI · Tableau · Looker Studio · Excel / VBA
Data Science	Python · R · Machine Learning · Time Series · Statistical Modeling
Data Engineering	SQL · BigQuery · ETL Pipelines · Data Modeling
Marketing Analytics	Google Analytics (GA4) · Google Tag Manager · Funnel Analysis · A/B Testing
Cloud & Automation	Azure · Power Apps · Power Automate
Web Development	Next.js · React · TypeScript · Tailwind CSS · Git
AI & NLP	OpenAI · LangChain · RAG · Prompt Engineering

PROFESSIONAL EXPERIENCE

Senior Data Scientist

Lynx Analytics · Singapore (Remote) · Mar 2024 – Present ([Promoted from Data Scientist](#))

- Lead analytics engagements for Levi's and AstraZeneca — retail forecasting, CVM migration and healthcare BI.
- Spearheaded Levi's CVM Analytics migration, optimizing data workflows across China, US and Europe.
- Built Patient Model Wizard integrating Power Apps, Power Automate and Python for AstraZeneca — cutting model turnaround from days to minutes.
- Mentor junior team members in dashboard development and ML best practices.

Data Scientist

Lynx Analytics · Singapore (Remote) · May 2021 – Mar 2024

- Developed Python models for assortment optimization, revenue forecasting and pricing for Levi's China.
- Designed and maintained Product Performance, Market Comparison and e-commerce reporting dashboards for Levi's (China, US, Europe).
- Engineered market comparison and performance tracking dashboards for AstraZeneca.
- Built Funnel Metrics and Out-of-Stock Analysis reports for Levi's US.

Freelance Analytics & Data Science Consultant

Upwork · Remote · Nov 2019 – May 2021 ([Top Rated](#) · [100% Client Satisfaction](#))

- Power BI risk dashboards for Toyota Financial (Australia & Ireland) — adopted for monthly portfolio reviews.
- Credit scoring model for a microfinance bank (direct engagement) — reduced default risk on validation set; deployed to origination workflow.
- Looker Studio & Google Analytics dashboards for EST Living — user journey analysis for an Australian luxury real estate media brand.
- BI and analytics solutions across finance, real estate and healthcare verticals.

Advanced Analytics Intern

Coles · Melbourne, Australia · Aug 2019 – Nov 2019

- Built customer segmentation models using k-means and hierarchical clustering.
- Developed real-time BI models from transaction data for category insights.

Software Engineer

i2c Inc. · Lahore, Pakistan · Jul 2016 – Jul 2017

- Resolved software performance issues using SQL and Linux; root-cause analysis driving measurable system improvements.

EDUCATION

Master of Science in Data Analytics

RMIT University · Melbourne, Australia · 2017 – 2019

Dean's List — Semester 2, 2017

Bachelor of Science in Computer Science

FAST — National University of Computer & Emerging Sciences · Lahore, Pakistan · 2012 – 2016

CERTIFICATIONS

- Microsoft Certified: Azure Data Scientist Associate
- SAS Advanced Analytics Certification — SAS Institute

SELECTED PROJECTS

Project Mercury — Reporting Migration at Levi's Retail

Stack: BigQuery · Looker Studio · Segment · ETL Pipelines

Led a 2-year initiative migrating all of Levi's analytical reporting from third-party tools to a Google-native in-house stack across the US, EU and Canada. Leveraged existing Segment data as the source, built ETL pipelines into BigQuery and delivered reporting via Looker Studio. Established metric governance and drove regional adoption. Delivered hundreds of thousands of dollars in savings, full data ownership and significantly deeper analytical capability.

Market Tracking Dashboards for AstraZeneca Pharmaceutical

Stack: Power BI · Python · Power Apps · Power Automate

Market comparison and performance tracking dashboards giving regional teams unified visibility into brand performance. Power Apps frontend triggered Python model runs via Power Automate — cutting analyst turnaround from days to minutes.

Patient Model Submission & Forecasting Tracker for AstraZeneca Pharmaceutical

Stack: Power Apps · Power Automate · Power BI

End-to-end Power Platform solution enabling AstraZeneca teams across regions to submit patient models through a structured Power App. Power Automate consolidated submissions centrally; a Power BI report tracked all submissions and informed forecasting decisions across teams.

Assortment Optimization for Levi's Retail

Stack: Python · BigQuery · Power BI · Time Series

Hybrid ML pipeline for SKU-level demand forecasting and assortment optimization across Levi's China operations. Reduced forecasting error vs baseline; decisions moved from monthly to weekly cycles. Adopted by multiple regional teams.

Customer Segmentation — Coles Baby Category Retail

Stack: Python · SQL · k-means Clustering

Built a customer segmentation model for all consumers purchasing baby-related products at Coles. Engineered behavioural features from transaction data and applied clustering to identify distinct segments — enabling more focused, segment-specific sales and promotional strategies.

Workplace Injury Reporting Suite for Solv Australia Workplace Safety

Stack: Power BI · SQL

Designed and delivered hundreds of Power BI reports and dashboards covering workplace injury trends, incident patterns, severity and compliance metrics — used across the Solv platform to give clients actionable safety performance insight.

Digital Analytics for EST Living Real Estate Media

Stack: Looker Studio · Google Analytics · Google Tag Manager

Configured GA4 and Tag Manager for accurate brand- and product-level event tracking across EST Living's multi-brand site. Built Looker Studio dashboards surfacing traffic, user journey and content performance metrics for marketing and editorial teams.

Toyota Auto Loan Risk Dashboards Automotive Finance

Stack: Power BI · SQL

Standardized risk KPI dashboards for portfolio-level visibility across Australia and Ireland; adopted for monthly executive risk reviews.

Positive Minds Gippsland Website Healthcare

Stack: HTML · CSS · JavaScript

Full website for a mental health counselling practice — positivemindsgippsland.com. Delivered within 1 month; client cited it as one of their best business decisions.

Microfinance Credit Scoring Model Finance

Stack: Python · Scikit-learn

Direct engagement. Alternative-data feature engineering and classifier pipeline reducing default risk — deployed to live origination workflow.

PUBLICATION

Performance Comparison of Feature Selection and Extraction Methods with Random Instance Selection (2019)