Zeyd Ali

DATA ANALYST

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PROFILE

MSc Data Analytics graduate (Distinction) who turns raw data into clear findings. Able to use tools including Python, Excel and Power BI, and apply machine learning techniques, to clean, analyse, model and visualise data. Looking for a data analyst role.

PERSONAL PROJECTS

HR Analytics Dashboard

Jun 2026

Power BI dashboard on employee workforce data, cleaned with Power Query, with DAX measures for attrition, salary, tenure and KPIs, plus slicers, drill-through and cross-filtering. Findings: Attrition was highest for ages 18-25 (15% above the next group, 26-35) and customer-facing roles such as sales representatives (20% above the next role, lab technician), and lower with higher pay.

London Bike Sharing Analysis

Jan 2026

Analysis of 17,000+ hourly bike rental records in Python (Pandas, NumPy, matplotlib): cleaned the data, engineered time-based features and ran EDA on weather and commuting patterns. Findings: Two commuter peaks (08:00 and 17:00) at roughly twice the midday rate, with recommendations on planning, bike redistribution and resource allocation.

Retail Sales Performance Dashboard

Mar 2026

Analysis of 10,000 rows of US retail sales data in Excel: cleaned with Excel Tables, calculated fields and functions (IF, YEAR, TEXT), then built Pivot Tables, Pivot Charts and a slicer dashboard. Findings: Sales peaked in November (£350k), followed by December (£325k), and the East and West regions sold 200,000-300,000 more items than Central and South.

UNIVERSITY PROJECTS

MSc Dissertation: Comparing LLMs and Prompt Quality

Three-month, 25,000+ word dissertation comparing ChatGPT, Gemini and Claude and testing which prompts give the highest quality responses, using datasets from data collection websites. Preprocessed the text, ran EDA and applied machine learning, scoring responses on length, readability, sentiment etc. Met regularly with my supervisor to present findings, discuss requirements and act on feedback. Findings: Models excelled in different areas so model and prompt choice should be task specific.

Optimal Stop & Search Targeting

Individual project on London police efficiency using 10,000 rows of Home Office stop and search outcomes data, with decision trees, linear regression and K-means in Python, and precision and accuracy to judge how effective stops were. Findings: Most people stopped were males aged 18-24, and 60% of stops led to no action.

Predicting Spotify Song Genre

Group project classifying song genre from Spotify data (453 songs, with attributes such as duration and acoustic levels) using random forests, logistic regression and SVMs, evaluated on test data. Result: 75% classification accuracy.

EDUCATION

MSc Data Analytics, University of Strathclyde, DISTINCTION — Sep 2023 - Aug 2024

BSc Business Technology, University of the West of Scotland — Sep 2018 - Jun 2020

HND Computer Science, Glasgow Clyde College — Sep 2016 - Aug 2018

EXPERIENCE

Delivery Driver, Self-employed

Sep 2024 - Present

Managing my own hours and workload with no day-to-day supervision. Reliability: Dependable, completing each delivery accurately and on time. Time management: Plan routes and organise my own hours to meet tight delivery windows. Customer interaction: Friendly, professional face-to-face contact, handling queries and issues calmly.

Safety Steward, G4S

Jan 2016 - Aug 2019

Crowd safety at large-scale events. Followed strict procedures under pressure, communicated clearly with the public and colleagues, and stayed alert across long shifts in a fast-moving environment.

SKILLS

Technical Skills: Excel, Power BI, Tableau, SQL, Python, R, Machine Learning
Data Analysis: Data Cleaning, Data Validation, Exploratory Data Analysis, Data Visualisation, KPI Development, Reporting
Other: Power Query, DAX, Microsoft Office

REFERENCES

Available on request.