

# Danial Malik

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## Professional Summary

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Data Analyst specializing in end-to-end pipelines and predictive modeling. Expert in converting complex datasets into production-ready tools and actionable executive insights using Python, SQL, and Tableau

## EDUCATION

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### University of Maryland

*Bachelor of Science, Information Science*

College Park, MD

August 2025

**Certifications:** AWS Certified Cloud Practitioner

## TECHNICAL SKILLS

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**Query & Data Processing:** SQL, Python (Pandas, NumPy), Excel

**Visualization & BI:** Tableau, Power BI

**Modeling & Analysis:** Scikit-learn, Classification, Segmentation, A/B reasoning, Fairness Analysis

**Data Engineering & Platforms:** dbt, PySpark, Databricks, MySQL, Hive, MongoDB

**Others:** AWS, Git

## PROJECTS

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**Data Management & Visualization - Big Red M** | *SQL, Excel, Python, Tableau, Agile*

- Engineered SQL/Python ETL pipelines to clean and standardize Salesforce CRM data for forecasting
- Developed Tableau dashboards to track pipeline engagement, stage progression, and win rates
- Segmented deal outcomes by industry and size to refine the Ideal Customer Profile (ICP)
- Translated executive business requirements into technical KPIs and data-driven product strategies.
- Communicated insights to non-technical executives via dashboards and presentations

**Churnalyze - Live Churn Prediction App** | [danial.us/Churnalyze/](https://danial.us/Churnalyze/) | *Python, Scikit-learn, Pandas, Visualization*

- Built and deployed a live web application that predicts customer churn using Random Forest, processing 10,000+ customer records with real-time risk scoring and AI-generated retention plans
- Optimized model performance to 85% ROC-AUC, prioritizing Recall for proactive churn detection
- Identified key churn drivers (recency, satisfaction) to flag at-risk, high-value customer segments
- Synthesized predictive outputs into targeted retention strategies for management-level presentations

**Student Lifestyle & Academic Performance Analysis** | *Python, Pandas, NumPy, Scikit-learn, Seaborn, Power BI*

- Built a multinomial logistic regression model classifying GPA tiers with 64% accuracy
- Engineered behavioral features identifying study hours as the primary predictor of academic success
- Visualized behavioral patterns and correlation findings across student segments using Power BI
- Audited model fairness across demographics to ensure minimal performance disparity

## WORK EXPERIENCE

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### Business Bloom

*Freelance Web & Data Consultant*

Germantown, MD/Chicago, IL

Jan 2026 - Present

- Built and deployed client websites with conversion tracking and lead gen funnels
- Implemented on-page SEO and refined messaging using outreach feedback and customer segmentation
- Negotiated and managed end-to-end project delivery for independent client accounts

### Uber Technologies, Inc.

*Independent Contractor*

D.C./Maryland/Virginia

Sep 2024 - Present

- Maintained high customer satisfaction ratings while managing independent scheduling and logistics