

LATIFA YARI

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Authorized to work in the United States without current or future sponsorship

OBJECTIVE

Actively seeking opportunities in Data Analytics, Business Intelligence, or Research Analysis to transform raw data into meaningful insights and support evidence-based decision-making.

TECHNICAL SKILLS

- **Languages & Tools:** Python (Pandas, NumPy, statsmodels), SQL (MySQL, Dbeaver), R, STATA, Excel (PivotTables, VLOOKUP, dashboards)
- **Visualization & BI:** Tableau, Power BI
- **Other Tools:** AWS, Workato, Microsoft Power Automate.

PROJECT EXPERIENCE

US Household Income Analysis – Virtual Client Project

- Cleaned and analyzed income data from all 50 states using MySQL to uncover trends in median income, poverty rates, and urban-rural income gaps.
- Structured datasets for Power BI/Tableau and built dynamic dashboards comparing income distributions across cities, states, and area types.

World Life Expectancy Data Analysis – Virtual Client Project

- Analyzed life expectancy trends across 180+ countries using SQL; uncovered income group and region disparities over time.
- Used joins, CASE logic, and aggregation to prepare visual-ready Tableau/Power BI datasets to support global health monitoring.

Forecasting Financial Volatility Using ARCH & GARCH Models – Personal Project

- Engineered Bitcoin volatility from 2,100+ price records; confirmed stationarity and used ACF/PACF for autocorrelation analysis.
- Built multiple ARCH/GARCH models in Python; selected final GARCH (2,2) using AIC and Engle's ARCH test ($p < 0.05$) for volatility forecasting.

Electricity Consumption Forecasting (ARIMA & SARIMA) – Personal Project

- Forecasted U.S. electricity usage (2010–2023) across sectors using ARIMA(2,0,2) and SARIMA(1,0,2)x(2,1,2,12) models.
- Performed ADF testing, first-order differencing, and seasonal decomposition to capture trend and seasonality

PROFESSIONAL EXPERIENCE

Graduate Data Analyst

Western Illinois University, USA

September 2023 - Present

- Specialize in web scraping and data collection, serving as the designated Middle East Expert at Malpass Library.
- Reviewed and synthesized 50+ regional policy reports and datasets to enhance library research resources.

Business Analyst Consultant

Laal Media, USA (Remote)

October 2024 - March 2025

- Analyzed 8,000+ user sessions via Google Analytics and internal reports; uncovered behavior trends and UX issues across 10+ landing pages.
- Proposed weekly UX improvements based on behavior trends across 10+ landing pages.

Business Analyst Consultant

Afghan Primus Consulting, Afghanistan

August 2022 - May 2023

- Analyzed financial and operations data from 25,000+ records to identify key drivers of a 35% increase in sales performance.
- Built Excel dashboards and charts for monthly stakeholder reviews, facilitating clear communication of business insights.

Senior Business Development Assistant

Assess Transform Reach Consulting, UAE

December 2020 – August 2023

- Authored 30+ competitive proposals; developed compelling technical narratives, pricing models, and delivery frameworks.
- Structured 50+ RFPs; provided actionable insights on methodology, staffing, and evidence design.

EDUCATION

- **M.Sc. Quantitative Economics & PBC in Business Analytics** – Western Illinois University, USA
- **M.A. Economics** – American University of Central Asia, Kyrgyzstan