

# Samra Tariq

## Business Analyst | Machine Learning Enthusiast

Results-oriented Business Analytics graduate with hands-on experience in data analysis, machine learning, and digital marketing. Skilled in transforming complex data into actionable insights using Python, R, and Power BI. Experienced in influencer marketing and large-scale data handling. Passionate about predictive modeling, business intelligence, and solving real-world business problems through data-driven strategies.

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## EDUCATION

### Bachelors of Business Administration Namal University Mianwali

01/2022 - Present

Mianwali, Pakistan

#### Courses

- Econometrics
- Predictive Modeling And Analytics
- R Language
- Machine Learning
- Database Management System
- Introduction to Data Analytics

## WORK EXPERIENCE

### Outreach Assistant Namal University Mainwali

04/2023 - 06/2025

On-Campus

#### Tasks

- Conducted outreach campaigns targeting educational institutions across Pakistan.
- Analyzed data of 6,000+ prospective students for admissions insights.
- Coordinated 20+ outreach visits per year, ensuring smooth execution

### Sales Intern Knowledge Streams

08/2023 - 10/2023

On-Site

#### Tasks

- Conducted outbound calls and managed lead generation activities.
- Handled customer queries and improved engagement.
- Represented the company at SEE Pakistan 2023, contributing to brand visibility.

### Freelance Influencer Marketer

03/2022 - 05/2025

Remote

#### Tasks

- Managed the influencer marketing campaign for some well-known brands like Disso Jewelry (USA), BRMUD (Korea), Touch in Sol, and EverRest (USA).
- Negotiated contracts and coordinated campaign execution.
- Performed influencer analytics (engagement rate, reach, audience insights).
- Delivered post-campaign performance reports with actionable insights.

## SKILLS

Predictive Modeling

R Programming

Phyton

Affiliated Marketing

MySQL

Power BI

Outreach & Lead Generation

Influencer Marketing

## PERSONAL PROJECTS

### Multi-Stage Financial Distress Prediction Model for Psx Non-Financial Firms using Machine Learning and XAI (08/2025 - Present)

- Final Year Project
- Conducted research to develop a multistage predictive framework for identifying financially distressed firms using machine learning techniques. Applied classification models and optimization methods, while integrating Explainable AI (XAI) to enhance model transparency and interpretability.

### Financial Statement Analysis (09/2024 - 01/2025)

- Course Project
- Financial analysis of two companies, evaluating their financial performance over the last 5 years, resulting in actionable insights for investment decisions.

### Second-Hand Fashion Adoption Among Gen Z (09/2024 - 04/2025)

- Course Research Project
- Conducted a research study on second-hand fashion preferences among Gen Z, collecting and analyzing survey data to identify key factors influencing purchase behavior and consumer attitudes.

## VOLUNTEERING

### Voice of Namal (10/2024 - 06/2025)

Marketing Head

### Namal Society for Social Impact (10/2022 - 10/2023)

Marketing Head

## CERTIFICATIONS

### Machine Learning Scientist Track (Python)

DataCamp

### CFA Institute Research Challenge 2024-2025

CFA

### Analyzing Business Data in SQL

DataCamp

### Data Visualization in Power BI

DataCamp

### Advance Influencer Marketing

VBC Extreme Commerce