

# Lara Fares

## DATA ANALYSIS & REPORTING

Detail-oriented Data Analyst with experience in analyzing complex datasets, creating insightful reports, and delivering impactful presentations to executive teams. Adept at transforming data into actionable strategies that drive business growth. Proficient in SQL, R, NoSQL, and Python. Eager to leverage skills and experience to empower teams with real-time insights and support strategic growth initiatives.

## PROFESSIONAL EXPERIENCE

### FlexShopper (Boca Raton, FL, USA)

#### Senior Risk Analyst

Mar 2024 - Jun 2024

- Developed risk and fraud prevention strategy criteria to target various fraud-attack scenarios. Worked with leadership to assess, deploy, and maintain effective strategies and policies to mitigate potential risks.
- Assisted in the preparation and presentation of weekly portfolio reviews, providing recommendations to executive leadership.

#### BI Developer

Oct 2023 - Mar 2024

- Developed a web application using the R package *Shiny* to display interactive dashboards with drill-down capabilities, facilitating real-time performance monitoring for teams and executives, which helped enable making informed decisions across departments.
- Played a critical role in the migration of data from SAP HANA to Google Cloud Platform, ensuring minimal disruption to ongoing business operations and reporting, while also leading the QA process to validate and ensure the accuracy of the newly migrated data.

#### Data Analyst

Oct 2022 - Oct 2023

- Conducted continuous research and statistical analysis, using new and existing data sources, to identify factors that impact an applicant's risk.
- Collaborated with cross-departmental teams and external partners to identify and resolve issues in existing reporting systems, leading to enhanced data accuracy and improved reporting efficiency.

### Ramallah Inc. (Greenacres, FL, USA)

#### Operations Analyst

Jan 2021 - Oct 2022

- Maintained accurate and up-to-date customer relationship management (CRM) database. The CRM database was used to create charts reflecting on trends and behaviors. The charts were then used to streamline the business's outreach of lost customers.
- Tracked metrics and KPI's for remediation and optimization opportunities.

### General Assembly (Remote)

#### Data Science Fellow

Sep 2021 - Dec 2021

- Utilized python libraries to solve problems and to learn various statistical techniques, linear regression, classification, deep learning, and natural language processing (NLP).
- Determined appropriate strategies to improve data quality, feature selection, imputing missing data, optimize model specifications, and reduce error.

### Scale AI (Remote)

#### Data Entry Specialist

Jun 2020 - Dec 2020

### Boost Mobile (Delray Beach, FL, USA)

#### Sales Associate

Mar 2016 - Feb 2020

## EDUCATION & CERTIFICATIONS

### Bachelor of Mathematics

Florida Atlantic University

### Certificate in Data Science

General Assembly

## KEY COMPETENCIES

**Technical Skills:** SQL, R, Python, GCP, Tableau, Excel

**Data Analysis:** Data Visualization, A/B Testing, Statistical Analysis

**Soft Skills:** Executive Presentations, Data Storytelling, Public Speaking, Training & Mentorship