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✔️ Saudi Iqama Holder | Language: English | Urdu



PROFILE SUMMARY

DATA ANALYST

Data Analyst with 10 years of professional experience, including 3+ years of data analyst expertise and a strong background in **statistical modeling, data visualization, and business intelligence**. Proven ability to collect, process, and interpret complex datasets to improve operational efficiency and enable data-driven decision-making. Adept at delivering interactive dashboards and actionable insights that support business strategies. Recognized for mentoring junior analysts and optimizing analytics workflows. Currently seeking opportunities in **Saudi Arabia** to contribute expertise in data analysis, visualization, and business intelligence.

CORE COMPETENCIES

- **Data & Analytics:** Data Quality Assurance | Predictive Modelling | Business Intelligence (BI) Strategy | Dashboard Optimization | SQL Querying & Database Management | Data Warehousing | Data Governance
- **Business Expertise:** Business Process Improvement | Decision Support Systems | Supply Chain Analytics | Inventory & Logistics Optimization | Workflow Automation | KPI Benchmarking & Performance Monitoring
- **Communication & Leadership:** Stakeholder Engagement | Cross-functional Collaboration | Requirements Gathering & Analysis | Training & Mentorship | Presentation & Storytelling with Data
- **Problem-Solving & Strategy:** Root Cause Analysis | Risk Assessment & Mitigation | Process Re-engineering | Strategic Planning Support | Change Management through Data Insights

Technical Skills

- **Data Analyst Tools:** Microsoft Excel, Power BI, MySQL, SPSS
- **Data Concepts:** ETL Processes, Data Visualization, Data Analysis, Data Mining, Forecasting, KPI Development, Statistical Methods

PROFESSIONAL EXPERIENCE

ASSISTANT TEAM LEAD – DATA ANALYST

Curated Cloud Consulting Company, Pakistan | Oct 2021 – Feb 2025

- Executed end-to-end **ETL processes** including SQL-based integration, data extraction, cleaning, and transformation, ensuring accuracy and consistency across large-scale datasets.
- Applied advanced **statistical methods** to uncover business trends, performance patterns, and predictive insights, supporting strategic initiatives.
- Designed and deployed **interactive dashboards and data visualizations** in Power BI to present KPIs and complex findings with clarity and impact.
- Collaborated cross-functionally to develop and implement **data collection systems and analytics strategies**, streamlining reporting processes and improving workflow efficiency.
- Mentored and trained junior analysts, enhancing team capabilities and fostering a culture of continuous learning.

ASSISTANT MERCHANDISER

Denim Clothing & Company, Pakistan | May 2015 – Aug 2021

- Optimized **supply chain strategies and workflows**, balancing cost-efficiency with superior customer satisfaction.
- Monitored and managed inventory levels across **multiple 3PL warehouses**, ensuring compliance with rotation policies and maximizing working capital.
- Conducted **data-driven analysis of shipping and delivery processes** to identify bottlenecks, reducing delays and improving overall customer experience.

PROJECTS

- **HR Presence Insights (Power BI)**
Developed an analytics solution to provide management with insights into workforce presence, attendance

patterns, and employee wellness, improving resource planning.

[View Project](#)

- **LEGO Set Explorer** (*Power BI*)
Built an interactive tool enabling users to explore and filter LEGO sets based on diverse criteria.
[View Project](#)
- **Toy Store KPI Report** (*Power BI*)
Designed a simple yet powerful dashboard for monitoring key business metrics and analysing high-level trends.
[View Project](#)
- **Revenue Insights into the Hospitality Domain** (*Power BI*)
Created a data-driven dashboard that analyses revenue and operational metrics in the hospitality domain,
[View Project](#)
- **Costco Business Performance for Finance** (*Power BI*)
Developed a business performance dashboard to track and analyse key financial metrics, enabling data-driven decisions and strategic planning.
[View Project](#)
- **Landing Page Test** (*Excel*)
To analyze bounce rates from a landing page A/B test to see if the new home page shows a statistically significant improvement.
[View Project](#)
- **ECOMMERCE Sales Analysis Dashboard** (*Excel*)
To analyse e-commerce performance through key sales, profit, and operational metrics to guide strategic decision-making.
[View Project](#)
- **Global Electronics Retailer** (*Excel*)
To analyse the performance of the Global Electronics Retailer across key metrics—Quantity, Revenue, Profit, and Profit Margin—and to identify the top-performing countries, products, and customer demographics to inform strategic business decisions.
[View Project](#)

EDUCATION

- **MS in Supply Chain Management**, Mohammad Ali Jinnah University (2016 – 2019)
- **MSc. in Statistics**, University of Karachi (2011 – 2012)
- **BSc. in Statistics**, University of Karachi (2008 – 2011)

CERTIFICATIONS

Maven Analytics:

- Excel Formulas & Functions
- Microsoft Excel Foundations
- Excel Pivot Tables
- Excel Charts & Graphs
- Power Query, Power Pivot & DAX
- Power BI Desktop
- MySQL Data Analysis

Udemy:

- SPSS