

MUZAMMIL PARACHA

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PROFESSIONAL SUMMARY

Data and analytics professional with nearly two years of experience supporting high-volume retail data operations, pricing, data validation, reporting, and cross-functional business processes. Experienced in SQL, Python, Power BI, Databricks, Excel, and AI workflow automation, with hands-on projects spanning business analytics, data engineering, data science, e-commerce, and AI. Skilled at transforming complex data into reliable datasets, dashboards, analytical insights, and business recommendations.

EXPERIENCE

Wayfair | AI & Market Intelligence Extern

Sept 2026 – Present

- Develop AI-powered n8n workflows for market-trend research, competitor tracking, and marketing-content generation.
- Conduct competitive analysis across Wayfair, Ruggable, IKEA, Amazon, and Walmart, evaluating pricing, assortment, merchandising, and market positioning.
- Integrate structured product data with LLM-based workflows to automate research, comparison, and insight generation.
- Translate competitor and product-level data into actionable recommendations supporting merchandising and business decisions.

Breaking Games | SQL & Database Analytics Extern

Jul 2026 – Aug 2026

- Built a SQLite analytics database integrating six e-commerce data sources and created cleaned analytical views for reporting and business analysis.
- Analyzed marketing attribution across 400+ referral sources, connecting channel activity and advertising spend with revenue performance.
- Developed an interactive HTML and Chart.js analytics dashboard covering revenue, traffic, products, marketing campaigns, and checkout behavior.
- Identified that 13 of 99 products generated approximately 80% of revenue, supporting inventory and merchandising prioritization.
- Refined checkout-abandonment analysis by identifying suspicious activity and bot behavior, producing a more reliable estimate for business decision-making.

7-Eleven Corporate | Pricebook Associate

Dec 2023 – May 2026

- Managed pricing and product data while resolving 150+ pricing discrepancies and workflow requests monthly across retail operations.
- Automated recurring Excel-based validation and reporting processes, reducing audit and processing turnaround time by approximately 15%.
- Strengthened product and pricing validation controls, contributing to approximately 20% improvement in margin accuracy within non-alcoholic beverage categories.
- Partnered with Finance, IT, Merchandising, and Category teams to investigate pricing issues, reconcile data, and maintain pricebook integrity.
- Supported a six-month enterprise integration initiative involving migration and validation of 1,000+ product records following the Speedway acquisition.

PROJECTS

Rossmann Retail Analytics & Price Elasticity

Python, Power BI

- Cleaned and analyzed retail data using Python to evaluate customer behavior, promotions, sales, and store performance.
- Applied feature engineering and evaluated Logistic Regression, Decision Tree, Random Forest, and Gradient Boosting models using classification metrics.
- Built a Power BI semantic model with fact and dimension tables and developed DAX measures for revenue, customers, orders, and elasticity-related KPIs.

Airline Operations Analytics Dashboard

Power BI, DAX

- Analyzed 50,000+ flight records to identify cancellation, delay, and on-time performance trends.
- Built a star-schema data model and interactive Power BI dashboard using DAX measures and operational KPIs.

Quantum Retail Analytics

R

- Analyzed customer purchasing behavior using R, tidyverse, and statistical methods to identify customer and product trends.
- Compared trial and control stores using correlation, magnitude-distance measures, and uplift analysis to evaluate trial performance.

TECHNICAL SKILLS

Languages: SQL, Python, R

Analytics & BI: Power BI, DAX, Tableau, Excel, Alteryx

Data Platforms: Databricks, Delta Lake, Unity Catalog, SQLite

AI & Automation: n8n, LLM workflows, AI-assisted research automation

Data: ETL/ELT, Data Cleaning, Data Validation, Data Modeling, Star Schema, Feature Engineering, KPI Development, Exploratory Data Analysis

Python: Pandas, NumPy, Scikit-learn

EDUCATION

Master of Science in Business Analytics
Texas A&M University–Commerce | 2026

CERTIFICATIONS

Databricks Certified Data Analyst Associate
Alteryx Designer Core Certification