

DATA ANALYST | BUSINESS ANALYST

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WORK EXPERIENCE & PROJECTS

TAILWIND TRADERS SALES & PROFIT ANALYTICS DASHBOARD

April 2026

Technology Stack: Power BI | Power Query | DAX | Python

Key Deliverables:

- DAX Development:** Developed **5+ DAX measures** for Net Revenue, Gross Revenue, Profit Margin, YTD Profit, and Median Sales to enable accurate cross-country financial reporting and time-intelligence analysis.
- Dashboard Development:** Engineered a multi-page Power BI Executive Dashboard with **6+ executive KPIs**, enabling interactive analysis across **5 countries**.
- Data Modelling:** Built a star-schema data model integrating **6 datasets** and automated multi-currency conversion to support unified USD-based reporting across **5 international markets**.
- Business Analytics:** Delivered interactive dashboards with drill-down analysis, slicers, and executive visualisations, enabling data-driven insights into market performance, product profitability, and seasonal sales trends.

COVID-19 VACCINATION ANALYTICS USING AWS QUICKSIGHT

April 2026

Technology Stack: Amazon S3 | AWS Glue | PostgreSQL | Python | ETL

Key Deliverables:

- Cloud Data Engineering:** Architected a cloud-based analytics solution by integrating Amazon S3, AWS Glue, PostgreSQL (Amazon RDS), and AWS QuickSight, automating ETL processes and streamlining end-to-end data reporting.
- ETL Automation:** Optimised the extraction, transformation, and loading of **5,000+ vaccination records** through Python-based ETL workflows, reducing manual processing time by **80%** while improving data accuracy and operational efficiency.
- Business Intelligence Reporting:** Designed interactive AWS QuickSight dashboards to visualise vaccination trends, regional distribution, and key performance indicators, enabling stakeholders to monitor performance through real-time business insights.
- Process Optimisation:** Elevated reporting capabilities by optimising cloud-based data workflows, strengthening business intelligence processes, and enabling faster, data-driven decision-making across analytical reporting.

BELLABEAT FITNESS CASE STUDY

March 2026

Technology Stack: Tableau | SQL | Microsoft Excel

Key Deliverables:

- Behavioural Analytics:** Interrogated **940,000+ Fitbit activity records** using SQL and Microsoft Excel, evaluating user engagement, physical activity trends, calorie expenditure, & sleep performance to uncover actionable behavioural insights.
- Data Preparation:** Refined large-scale datasets through comprehensive data cleaning, exploratory data analysis (EDA), and statistical analysis, identifying key user patterns, including **30-40% higher calorie** expenditure among highly active users and inconsistent activity and sleep habits across **45%** of users.
- Business Insights:** Formulated executive-ready reports and strategic business recommendations, enabling stakeholders to understand customer behaviour better and optimise future health and wellness campaigns.

SUMMARY

- Detail-oriented Data Analyst and Business Intelligence Analyst with strong expertise in SQL, Python, Power BI, Tableau, Microsoft Excel, & cloud-based analytics, backed by hands-on experience delivering end-to-end analytical solutions through enterprise-level data analytics projects.
- Proven ability to analyse datasets exceeding **5 million** records, automate ETL workflows, develop interactive dashboards, and translate complex business data into actionable insights that support strategic decision-making.
- Skilled in data extraction, transformation, statistical analysis, KPI reporting, data modelling, and business intelligence across cloud and database environments.
- Microsoft PL-300 Certified with a strong analytical mindset, business acumen, and passion for leveraging data to improve operational performance and business outcomes.

EDUCATION

Bachelor of Technology - Computer Science & Engineering

Allenhouse Institute of Technology, Uttar Pradesh, India

2021 – 2025

CERTIFICATIONS

Microsoft Certified: Power BI Data Analyst Associate (PL-300)

Microsoft Power BI Data Analyst Certificate

Google Data Analytics Professional Certificate

Data Analytics Certification | Physics Wallah

TECHNICAL SKILLS

Programming & Analytics:
SQL, Python, Pandas, NumPy, R

Business Intelligence:
Microsoft Power BI, Tableau

Databases:
MySQL

Cloud Technologies:
Amazon S3, AWS Glue, Amazon RDS

Productivity Tools:
Microsoft Excel (Advanced)

- **Data Development:** Engineered interactive Tableau dashboards that transformed complex analytical findings into intuitive visualisations, supporting targeted wellness initiatives and contributing to an estimated **10-20% improvement** in user engagement.

CYCLISTIC BIKE SHARE CASE STUDY

February 2026 – March 2026

Technology Stack: R | Power BI

Key Deliverables:

- **Data Analysis:** Examined **5,000,000+ bike-share transactions** using R and Power BI to evaluate customer behaviour, usage trends, and membership patterns across casual and annual riders.
- **Customer Segmentation:** Uncovered behavioural insights through segmentation and trend analysis, revealing that casual riders used bicycles **20–25% longer**, while **60%** of rides occurred during weekends, identifying significant opportunities for targeted membership conversion.
- **Data Visualisation:** Constructed dynamic Power BI dashboards and interactive visualisations, delivering strategic recommendations that supported marketing initiatives and contributed to an estimated **10-15% increase** in membership revenue.
- **Business Strategy:** Translated analytical findings into actionable insights that strengthened customer segmentation strategies, informed business planning, and enabled data-driven decision-making.

ADDITIONAL INFORMATION

- **Languages:** English, **Arabic**, Hindi
- **Visa Status:** Valid UAE Residence Visa

SKILLS

- Data Analysis & Business Intelligence
- Data Visualisation
- Dashboard Development
- SQL Query Optimisation
- Python Data Analytics
- Data Cleaning & Transformation
- ETL Development
- Exploratory Data Analysis (EDA)
- Statistical Analysis
- Data Modelling
- DAX Measures & Calculations
- KPI Development & Performance Analysis
- Customer Behaviour Analysis
- Trend & Pattern Analysis
- Reporting Automation
- Database Management
- Business Acumen
- Stakeholder Communication
- Team Leadership
- Cross-Functional Collaboration