



Muhammad Aslam

Phone number : (+971) 586113586

Email address : maslamnavas@gmail.com

LinkedIn : www.linkedin.com/in/muhammad-aslamuae

Location : Dubai (UAE)

ABOUT ME

Data Analyst with a master's in data science (Middlesex University Dubai) and hands-on experience in strategic business analytics at G3 Facilities Management. Led monthly performance tracking, analyzing key operational metrics to drive data-backed decision-making. Skilled in Python (Machine Learning), SQL, Power BI, and Tableau, with a strong foundation in mathematics and statistical analysis. Focused on transforming raw data into actionable insights for business growth. Adept at cross-functional collaboration, process optimization, and ensuring compliance with data standards.

WORK EXPERIENCE

Business Data Analyst

G3 Facilities Management [02/05/2024 - Current]

City: Abu Dhabi | **Country:** United Arab Emirates

- Analyzed customer data from hourly cleaning services to identify usage patterns, segment client profiles, and support tailored service offerings aligned with business goals.
- Developed and maintained interactive dashboards and visual reports using Excel and Power BI, enabling management to monitor operational performance and customer engagement trends.
- Created weekly and monthly performance summaries for senior leadership, highlighting key metrics such as customer retention, booking frequency, and workforce utilization.
- Designed a worker evaluation matrix based on customer feedback and service ratings, contributing to performance-based recognition, training decisions, and service quality improvement.
- Supported strategic planning by uncovering insights from booking data, helping management introduce new service packages and optimize workforce allocation during peak hours.
- Led initiatives to clean, transform, and model operational data, ensuring high data integrity and readiness for analytical processing and decision support.
- Collaborated with cross-functional teams including operations, HR, and marketing to align data insights with company KPIs and operational strategies.
- Provided ad hoc data analysis to support promotional campaigns, geographic expansion planning, and seasonal workforce planning.
- Documented data workflows and analysis processes to ensure repeatability, scalability, and knowledge transfer within the analytics function.

Data Analyst Intern

UnifiedMentor [01/2024 - 04/2024]

City: Kerala | **Country:** India

- Completed a Data Analyst Internship at UnifiedMentor, engaging in real-world projects focused on data visualization, business intelligence, and financial analytics.
- Worked on multiple cross-functional projects using Power BI and Tableau to transform raw data into actionable dashboards, aiding in business decision-making and performance tracking.
- Conducted financial analysis projects, including budget variance reporting and profitability analysis, supporting clients in understanding key financial metrics and trends.
- Applied SQL and Excel to clean, transform, and analyze datasets across diverse domains such as operations, sales, and customer service.
- Collaborated with mentors and peers in virtual team environments to complete assigned tasks within tight deadlines, delivering data-driven insights and project reports.

- Participated in daily learning modules covering advanced analytics concepts, enhancing skills in data storytelling, KPI design, and report automation.
- Contributed to the design of interactive visualizations for stakeholders, improving data accessibility and strategic planning effort
- Developed end-to-end reports with drill-down functionalities, filters, and interactive visuals, showcasing expertise in BI tool functionalities and user-centric design

PROJECTS

HR Analytics Dashboard: Employee Attrition & Retention

Objective: Analyze why employees leave the company and predict future attrition using HR datasets.

Skills/Tools: Power BI, Python (Logistic Regression), Excel, Tableau

Airbnb Revenue Prediction (London)

Objective: Predict listing revenue and analyze pricing strategy based on location, reviews, and amenities.

Skills/Tools: R / Python, Tableau, Power BI, Regression Models, Feature Engineering

Sales Forecasting Using Time Series Analysis

Objective: Forecast monthly product sales for a retail company using time series models.

Skills/Tools: Python (ARIMA, Prophet), Excel, Power BI/Tableau

Financial Analysis Dashboard In Tableau

Objective: Create an interactive dashboard to monitor financial health, track revenue trends, and support data-driven financial decisions.

Skills/Tools: Tableau, Excel, Data Cleaning, Financial Metrics, Visualization Design

Exploring Benford's Law: Applications and Case Studies

Objective: Validate and apply Benford's Law on real-world datasets to detect data anomalies and explore its use in fraud detection across domains.

Skills/Tools: Python (pandas, matplotlib, scipy), Statistical Analysis, Data Visualization, Chi-Square Test, KS Test

EDUCATION AND TRAINING

Master of Science

Middlesex Dubai

Country: UAE | Field(s) of study: Data Science

Gaining advanced skills in machine learning, big data, and predictive analytics through academic and practical projects.

Bachelor of Science

Kerala University

Country: India | Field(s) of study: Mathematics

Developed strong analytical and problem-solving skills with a focus on statistics, calculus, and logical reasoning.

Diploma of Science

IIT Madras

Country: India | Field(s) of study: Data Science

Completed foundational and diploma-level courses covering Python, SQL, data visualization, and statistical modeling.

LANGUAGE SKILLS

Mother tongue(s): Malayalam

Other language(s): English | Tamil | Hindi

ONLINE COURSES

IBM SkillsBuild – Data Science Foundations

Covered: Data fundamentals, data analysis, real-world applications across industries.

Harvard University – Data Science: Machine Learning

Covered: Machine learning concepts, building a movie recommendation system.

Great Learning – Data Science with Python

Covered: Python programming, data analysis, machine learning basics.

OpenLearn – Learn to Code for Data Analysis

Covered: Basic programming, data analytics concepts, writing analytical algorithms.

SKILLS

Data Analysis & Programming Python (pandas, numpy, scikit-learn), R, SQL, Excel

Data Visualization & BI: Power BI, Tableau, Matplotlib, Seaborn

Machine Learning & Stats: Logistic Regression, K-Means, Chi-Square Test, KS Test

Platforms & Tools: Jupyter Notebook, RStudio, Metabase, GitHub, Google Cloud (Dataproc), AWS

Project Management: Jira, Google Sheets/Docs