

SHAHID AKHTAR MULLA

Data Analyst

I have 3+ years of experience. 1+ year of Experience in A/B analysis, enabling data driven decisions across business functions through Analytics. Responsible for requirement gathering, solution designing, data mining and engaging with Business stakeholders during project lifecycle.

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WORK EXPERIENCE

Data Analyst

Dhiomics Analytics Pvt Ltd

02/2022 - 04/2023

Bangalore

I have worked as product analyst for **Myntra** client as consultant for 11 months.

Achievements/Tasks

- Worked on many projects using SQL and Python. Built iterative dashboards to provide real-time business insights.
- Collaborated with Product Managers, Data Scientists teams across different ecommerce platform charters (Personalization, Monetization, Search, Discovery) to design and analyze AB Experiments.
- Created Python workflow to improve process for gathering data, analyzing AB experiments along with statistical interpretations, and delivering results in a short span of time as low as ~ 1 day.

Data Analyst

Veritas Soft Solutions Pvt Ltd

02/2020 - 01/2022

Hyderabad

Achievements/Tasks

- I have worked on some projects using Machine learning algorithms and we created Graphical User Interface (GUI) using python that connects to SQL database using SQL server and also worked on some projects on excel and Tableau.

EDUCATION

Bachelors of Science

Sharanabasaveshwar college of science

06/2016 - 04/2019

Gulbarga, Karnataka

Courses

- Computer Science

Post Graduate Diploma

International Institute of Information Technology

03/2020 - 09/2021

Bangalore, Karnataka

Courses

- Data Science

SKILLS

MYSQL

Data Analytics

MS Excel

Power BI

Python

PERSONAL PROJECTS

Graphical User Interference (GUI)

- Creating GUI for login page using python that connects to SQL server and insert data to a GUI form then edit it and save it to excel or to different file in same SQL server.
- Roles & Responsibilities: • Creating login page. • Code to connect SQL server. • Creating editing page. • Importing data from SQL server to edit it. • Then it saves to SQL server to different file.

A/B Analysis on Widgets, Search Page, List Page, Filter Page, Search Keywords

- Analysing the business problem and understanding the difference between the buckets. And creating the aggregate tables as per requirement.
- For Widgets analysis we'll calculate the metrics related to the homepage. • For search pages and search keywords we'll calculate the metrics called query abandonment rate.
- For the Filter page analysis we'll calculate the metrics called filter page views per user and filter applied. • For search keyword A/B analysis, I need to create the table for those keywords on which we need to do the analysis.
- Find the common key metrics for all A/B analysis like listpage views per users, RPU, QPU, user conversion, OPU, AISP, addtocart per users etc. and paste these in Excel and find the delta between buckets. • Finding the significance for these metrics using Python.

Recommendations widgets Dashboard Across Various Dimensions

- Analysing the business problem and understanding what level of data is required. And determining the key metrics required for Dashboarding.
- Metrics: Impressions, Clicks, Click through rate, revenue per impressions, AddToCarts. • Dimensions: screen name, widget position, year, month, date.
- Extract the events data from the database and create the aggregate tables for metrics.
- Dashboarding the extracted data using power BI as per the requirement where tabular data was provided with absolute numbers for analysis and graphs were provided for trend analysis.
- The entire process was automated so that the dashboard can be used on a daily basis to evaluate the performance of those widgets.

CERTIFICATES

Data Science from Innomatics Research Labs Hyderabad
(06/2019 - 12/2019)