Arsalan Iftikhar

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PROFESSIONAL SUMMARY

Analyst with 2+ years' experience delivering end-to-end reporting and analytics projects (SQL, Python, Power BI, Tableau). Skilled in gathering requirements, developing data solutions, and presenting actionable insights to influence decision-making. Proven impact at GXO improving multimillion-pound operations through ETL pipelines, automation, and dashboards. Strong business communication skills with experience facilitating workshops, engaging C-suite executives, and mentoring colleagues.

CORE SKILLS

- **Project Management:** Requirements gathering, stakeholder management, executive presentations, Agile methodology
- **Business Communication:** Data storytelling, process improvement, cross-functional collaboration
- **Analytics & Modelling:** SQL (joins, CTEs, window functions), Python (pandas, scikit-learn, matplotlib, seaborn), PCA, regression models
- **Data Visualisation:** Power BI (data modelling, DAX, RLS, advanced dashboards), Tableau (dashboards, calculated fields)
- **ETL & Data Engineering:** SSIS, Azure Data Factory, Power Automate, n8n, Python pipelines
- **AI & LLM Integration:** Python (NLP, ML), OpenAI APIs

PROFESSIONAL EXPERIENCE

NexAura (AI & Data Solutions Consultancy)   **Remote**
Co-founder   *Aug 2025 – Present*

- **Workflow automation:** Built n8n + OpenAI solutions for email parsing, classification, summarisation and automated routing.
- **AI training:** Designed training for teachers on safe and effective use of AI, with supporting resources.
- **Edtech strategy:** Researched opportunities for AI adoption in education and public sector, translating findings into practical proposals.
- **Web development:** Created a website (HTML/CSS) to showcase solutions and resources.

GXO Logistics   **Bradford, UK**
Data Analyst (MI)   *Aug 2022 – Aug 2024*

- **Project delivery:** Led analytics projects end-to-end, from requirements workshops with managers to final presentations with executives. Ensured deliverables aligned with operational needs and strategic goals.
- **Requirements gathering:** Identified inefficiencies in issue-tracking; engaged managers and operational teams to define requirements. Designed and deployed an integrated PowerApps-SharePoint-Power BI solution, reducing floor response times by 30% and enabling root-cause analysis.
- **Data engineering:** Recognised barriers to data accessibility; architected ETL pipelines (SSIS, Python, Power Automate) processing tens of thousands of daily rows. Ensured standardised data quality and eliminated manual preparation.
- **Insight generation:** Delivered advanced workforce analytics covering 10,000+ labour hours/week. Insights supported workforce planning and strategic reviews of multimillion-pound contracts.
- **Executive communication:** Presented findings in weekly C-suite reviews, translating technical data into clear recommendations and answering strategic questions in real time. Built reputation as a trusted data storyteller and advisor.

- **Process automation:** Automated recurring reporting workflows (Excel VBA, Python, Power Automate), saving 100+ staff hours/week and reducing human error.
- **Capability building:** Built self-service BI tools and trained staff, increasing data independence while ensuring consistency and governance.

PROJECTS & CONTINUOUS LEARNING

- **[Sales Analytics Dashboard](#)** (Power BI): Developed a star-schema model and advanced DAX measures from ~500k raw sales transactions (technical task). Delivered KPIs, product mix insights, discount impact analysis, and salesperson leaderboards for executive decision-making.
- **[House Price Prediction](#)** (Python): Built regression models (linear, random forest, gradient boosting) to estimate property values.
- **[AI Workflow Automation](#)** (n8n + OpenAI): Automated inbound email triage (parsing, AI classification, summarisation, routing, auto-response). Demonstrated potential for reducing manual effort and ensuring consistent handling of requests.
- **Azure Data Pipeline** (Azure SQL + ADF + Power BI/Tableau): Built a cloud ETL pipeline to ingest, transform, and visualise business data. Automated reporting and reduced reliance on manual Excel preparation.
- **[Smart Device Analytics](#)** (SQL, BigQuery): Analysed Fitbit usage data to assess wellness trends and provide strategic recommendations for Bellabeat.
- **[Football Data Analysis](#)** (Python): Conducted exploratory analysis of Premier League 21/22 shooting data; visualised efficiency and xG trends.
- **Sentiment Analysis** (Python, NLP): Classified customer reviews into sentiment categories, demonstrating automation potential for customer feedback monitoring.

CERTIFICATIONS & TRAINING

- **Coursera:** Google Data Analytics Professional Certificate (2022)
- **Lean Six Sigma (Yellow Belt):** Process improvement fundamentals (2023)
- **Microsoft Azure Data Fundamentals (DP-900):** Completed Learning Path, exam pending
- **Udemy:** Python for Machine Learning and Data Science

EDUCATION

Leeds Trinity University   **Leeds, UK**
PGCE Secondary Mathematics   *Sept 2024 – Jul 2025*

University of Leeds   **Leeds, UK**
BEng Chemical and Process Engineering   *Sept 2019 – June 2022*

Dixons McMillan Academy   **Bradford, UK**
*A Levels: Mathematics – **A***, Chemistry – **A**, Physics - **B***   *Sept 2017 – July 2019*