

Shema Fowad

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SUMMARY

3+ Years of experience in operational analysis, cross functional teamwork, and transforming complex data into actionable insights using tools like SQL, Python, Power BI, SAP and Excel. Excels in aligning business needs with scalable, data-driven solutions while driving consensus across teams and ensuring successful project outcomes.

EDUCATION

Dr BR Ambedkar National Institute of Technology (NIT), Jalandhar
Bachelor of Technology (B.Tech)

Jalandhar, India
Graduation Date: Jul 2022

EXPERIENCE

Trident Group India Div

India

Operations Manager (Data-Driven Role)

Apr 2023 - Feb 2025

- Coordinated multiple production orders via ERP systems, ensuring on time delivery for 95 percent of orders, smooth machine operations, and zero material mix ups.
- Streamlined workflows and supported strategic decisions using insights from ERP data, contributing to cost savings and optimized resource utilization.
- Created and maintained ERP integrated dashboards and weekly performance reports, uncovering trends and recommending data-driven solutions that improved plant productivity by 10%.
- Coordinated cross functional projects to optimize workflows and drive measurable improvements in business performance.

Vardhman Group

India

Management Trainee

Aug 2022 - Mar 2023

- Collected, cleaned, and interpreted production data (10,000+ records) to uncover downtime patterns and process inefficiencies.
- Collaborated with planning and quality teams to enhance operational accuracy, reducing production variability by 12%.
- Designed Excel based reports and SQL dashboards to monitor KPI trends and automate recurring performance reports.
- Conducted root cause analysis and presented actionable insights that improved productivity by 15% and reduced rework incidents.
- Supported data governance initiatives by validating data quality and ensuring standardized reporting formats.

PROJECTS

DATA ANALYTICS PROJECTS

Sales Analysis

- Performed comprehensive sales data analysis on multiple regions to identify growth opportunities and customer behavior patterns.
- Built Power BI dashboards to track revenue growth, profit margins, and regional KPIs.
- Delivered insight led business recommendations to guide product and pricing strategy.

Social Network ADS Analysis

- Processed and analyzed social media ad data using Python (Pandas) and SQL joins, focusing on engagement and conversion metrics.
- Built interactive dashboards in Power BI featuring CTR, ROI, and cost per click visualizations.
- Enhanced data accuracy through data validation and consistent data formatting for governance compliance.
- Leveraged storytelling with data techniques to highlight audience segments that contributed to a 20% higher ROI.

SKILLS

Technical Skill- SQL (Joins, Aggregations, Subqueries), Python (Pandas, NumPy), Excel (Pivot Tables, Macros, VLOOKUP), SAP ERP, Power BI, Data Cleaning, KPI Reporting, Dashboard Automation, Root Cause Analysis, Data Modeling, Data Visualization, Business Intelligence, Statistical Analysis, A/B Testing

Soft Skill- Problem Solving, Business Communication, Cross Functional Collaboration, Stakeholder Management, Process Improvement, Storytelling with Data

CERTIFICATIONS

- SQL - HackerRank
- Data Analytics - Deloitte
- Artificial Intelligence - Accenture
- Pandas - Kaggle