Mariya Bilal Shaikh

DATA ANALYST

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SUMMARY

"I'm a dedicated Data Analyst with a strong background in data-driven decision-making, analytics, and data visualization. I have a proven track record in interpreting complex data sets and transforming them into actionable insights. Proficient in tools like SQL, Python, and Tableau, I excel at extracting meaningful information from large datasets, identifying trends, and enhancing data-informed business strategies. I'm a detail-oriented problem solver passionate about helping organizations make data-driven decisions for improved performance and growth."

EDUCATION

Bachelor of Engineering

Computer Science Engineering (Artificial intelligence and Machine learning)

SKILLS

Analytical Tools:- Power BI (DAX, Power Query), Microsoft Excel (Pivot Table, V-lookup, Conditional Formating), Tableau
Statistical Software:- Python (Pandas, Numpy, Matplotlib) and R
Database:- MySQL, Microsoft SQL Server
Soft Skills:- Communication skills, problem-solving skills, Critical thinking Leadership, Presentation, and Storytelling skills

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PROJECTS

REVENUE INSIGHTS IN HOSPITALITY DOMAIN   **May 2023**

- Built interactive dashboard using POWER BI visualizing hospitality booking data across multiple dimensions like property, room type, date.
- Combined data from fact and dimension tables to generate booking, revenue insights.
- Created calculated measures for key metrics like revenue realized, occupancy %, cancellation rate. Designed aggregated visuals on bookings, capacity by property and room for demand analysis.

SALES INSIGHTS DASHBOARD   **June 2023**

- Built interactive sales dashboard to visualize performance key metrics across 3000+ Walmart orders with details on customer, location, order, and product dimensions.
- Combined disparate data sources on orders, customers, and products to create unified view for sales analysis.
- Created calculated columns for days to ship, order age, time to delivery and other order fulfilment KPIs.
- Designed aggregated tiles and cards for total revenue, units sold, avg order value and other key metrics.

MARKETING INSIGHTS   **Jul 2023**

- Analyzed the energy drink market in India for Company - CodeX, focusing on the F&B industry and marketing function.
- Uncovered crucial insights on consumer preferences, with 80% of respondents indicating their preferences. Discovered that 70% of energy drink consumers prioritize convenience and portability, making cans the preferred packaging style.
- Used data-driven decisions and recommendations based on the insights derived from the dashboard, resulting in a 20% increase in data-directed decision-making, aligning with the company's business models

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EXPERIENCE

Machine Learning Intern | Bharat Intern   **Mar 2023 - Apr 2023**

Data Science Intern | LetsGrowMore
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