

# GULFAM ALI

Data Analyst & Operations Specialist

+91 99027 78742

[LinkedIn](#), [Gmail](#), [GitHub](#)

Bangalore, India

## PROFESSIONAL SUMMARY

Data Analyst & Operations Specialist with **3+ years** of experience in optimizing workflows and automating reporting. Proven success in improving **data quality by 30%** and saving **6+ hours weekly** through **DAX** and **SQL-driven automation**. Expert in translating complex data into actionable strategies for cross-functional stakeholders.

## TECHNICAL SKILLS

- Data Analysis & Statistics: **SQL** (JOINS, Window Functions, CTEs, Query Optimization), **Python** (**Pandas**, NumPy), Advanced **Excel** (Pivot Tables, Power Query, Dashboards), Descriptive Statistics, and Logistic Regression Modeling.
- Visualization & Reporting: **Power BI** (**DAX**, Data Modeling, KPI Reporting), **Tableau** (Interactive Dashboards), Performance Reporting, and Time Intelligence KPIs.
- Database & Infrastructure: SQL Server, MySQL, **Azure** Databricks, **AWS**, On-Premise Infrastructure, and Windows/Linux Environments.
- Data Engineering & Operations: **ETL Processes**, Data Cleaning, Data/Reporting Automation, and Data Quality Methodology.
- Methodologies: Behavioral Cohort Analysis, **A/B Testing** Simulations, Agile Working, and Process Improvement.

## PROFESSIONAL SKILLS

- Strategy & Operations: **KPI Development** & Tracking, Capacity Planning, Product Management, and Process-Oriented Mindset.
- Communication: Stakeholder Management & Collaboration, Clear Written & Verbal **Communication**
- Core Competencies: **Logical Thinking** & Analytical Mindset, Complex **Problem Solving**, Ethical Standards, and Strong Organizational Skills.
- Domain Expertise: Health Insurance, Customer Success, and SKU Management.

## WORK EXPERIENCE

**Ai Variant | May, 2025 - Present**

**Data Analyst Intern**

- Automation & Efficiency: **Automated weekly executive reporting** using DAX and Power BI Service, reducing manual effort by **6+ hours/week**.
- Data Engineering: Resolved inconsistent **epoch timestamps** and engineered custom calendar tables and SQL data models to ensure **100% reporting accuracy**.
- Advanced Analytics: Partnered with cross-functional teams on product-led growth using behavioral cohort analysis and A/B testing simulations.
- Visualization: Built interactive **Tableau** and **Power BI dashboards** connected to **SQL Server**, **MySQL**, and **Azure Databricks** to track business-critical KPIs.
- Technical Execution: Optimized SQL queries (JOINS, Window Functions, **CTEs**) to extract metrics and translate insights into narratives for stakeholders.

**Convergys India Services Private Limited | Sept, 2022 - March, 2025**

**Lead, Operations**

- SME & Strategic Analysis: Served as **Subject Matter Expert (SME)** for **Adobe client**, analyzing product usage and account closures to identify **churn trends** and **retention opportunities**.
- Operational Optimization: Automated reporting workflows in Excel and Power BI, reducing manual effort and reporting errors by **30% through standardized data validation**.
- Account & Revenue Growth: Managed high-value accounts and identified **upsell opportunities** for personal and enterprise clients while monitoring **pricing/SKU integrity**.
- Performance Tracking: Engineered pilot trackers and churn dashboards using SQL, Tableau, and Power BI to inform long-term **customer success strategies**.
- Process Management: Maintained internal playbooks and feature request trackers while providing expert **multi-channel support** (call, email, chat).

## PROJECTS

**Crowdfunding Dashboard Project**

- Built **SQL scripts** to analyze Kickstarter data—converted **timestamps**, created calendar table, and generated KPIs on goals, categories, and success rates.
- Created a calendar dimension and **time intelligence KPIs** using SQL and integrated results in Power BI.
- Conducted **A/B testing** simulations to measure platform-level performance difference.
- Developed a **logistic regression model** in **Python** to predict campaign success with **81% accuracy**.

**Hospitality Management Dashboard**

- Built a **Tableau dashboard** to analyze hotel performance metrics (booking trends, guest satisfaction, cancellations).
  - Applied concepts analogous to healthcare operations (occupancy rate, service efficiency) for **business decision support**.
  - **Generated KPIs** for average stay duration, room class utilization, and city-level revenue segmentation.
  - Used SQL for advanced cohort segmentation and Power Query for structured data cleaning.
  - Proven ability to translate ambiguous business requirements into structured workflows and **logical frameworks**.
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**EDUCATION**

**T.John Institute Of Technology**  
**Bachelor of Engineering (BE) in Computer Science**

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**CERTIFICATIONS**

- Data Analyst Course - ExcelR
  - Generative AI Mastermind - Outskill
  - Java and Android Development – TechLogiK
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**LANGUAGES**

- English
  - Hindi
  - Urdu
  - Kannada
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**INTERESTS AND HOBBIES**

- Playing badminton and carrom
- Exploring different cuisines
- Sketching and painting