

Skills

- SQL (MySQL, PostgreSQL)
- Python (Pandas)
- Problem Solving
- Microsoft Power BI
- Excel (Conditional Formatting, Pivot Tables)
- Critical Thinking

Projects

DATA PROFESSIONALS SURVEY DASHBOARD– Power BI, DAX, Data Modeling December 2024

- Developed an interactive **Power BI dashboard** to analyze survey data from global data professionals, providing key insights into job roles, salary trends, and programming language preferences
- Created engaging charts and KPIs for analyzing salary trends, job satisfaction, and industry preferences
- Developed custom **DAX** calculations for real-time insights into career metrics and data performance

POWER BI JOB SIMULATION– PWC November 2024

- Completed data analysis tasks focused on **Call Centre Trends, Customer Retention, and Diversity & Inclusion** using **Power BI**
- Created interactive dashboards to visualize key business insights, improving data-driven decision-making capabilities
- Developed skills in data visualization, trend analysis, and storytelling with data

MUSIC STORE DATA ANALYSIS–Data Analyst Project October 2024

- Conducted comprehensive data analysis on a **Music Store** dataset using **MySQL**, extracting valuable insights into sales, customer behavior, and product trends
- Designed and executed complex **SQL queries** to analyze customer purchasing patterns, sales by genre, and revenue distribution across different regions
- Identified key metrics such as **top-selling genres, most frequent customers, and average transaction value** to support business decisions

Work Experience

DATA ANALYST FREELANCER– Fiverr/Upwork September 2024 - Present

- Delivered customized data analysis solutions for clients across various industries, including finance, technology and software
- Designed and developed dynamic dashboards in Power BI, improving clients' decision-making efficiency by up to **20%**
- Utilized advanced Excel and Power BI techniques to clean, transform, and visualize large datasets, uncovering actionable insights

BUSINESS DEVELOPMENT EXECUTIVE– BIG June 2021 - May 2023

- Achieved a **25%** increase in lead conversion by implementing data-driven strategies and personalized client outreach, contributing to a **15%** growth in overall revenue within one year
- Analyzed sales and customer data to uncover trends, providing actionable insights that improved business growth

Education

BACHELOR’S IN INFORMATION TECHNOLOGY– Bahauddin Zakariya University, Multan Oct 2020

Certifications

- **Power BI Job Simulation** – PwC (Forage)
Issued: November 2024 | Certification Link: <https://lnkd.in/d9aisubN>
- **Microsoft Power BI Masterclass** – Udemy
Issued: October 2024 | Certification Link: <http://surl.li/erevke>