Data Analyst/ Business Analyst

HUSNAIN RAZA

+92 305 1600198 | husnainrazza.99@gmail.com
https://linkedin.com/in/husnain-raza-802205214
https://husnainr-analyst.github.io/Portfolio-Website/
Ali block, Garden Town, Lahore

Skills

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

Projects

FREELANCING ON UPWORK- Data Analysis & Visualization   December 2024

- Established a professional freelancing profile on Upwork to provide data analysis and visualization services
- Created interactive dashboards, including customer retention and sales analysis, using Power BI and Excel
- Showcased strong problem-solving and analytical skills to deliver insights for business improvement

WORLD LAYOFFS ANALYSIS– MYSQL   December 2024

- Conducted an end-to-end analysis of global layoffs trends to uncover key industry and regional patterns
- Cleaned raw data by resolving null values, standardized data formats, and executed SQL queries to analyze **trends** and extract **insights**
- Delivered actionable insights on industries most affected by layoffs and identified peak periods, aiding strategic decision-making

DATA PROFESSIONALS SURVEY DASHBOARD– Power BI, DAX, Data Modeling   November 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

BIKE SALES ANALYSIS USING EXCEL–Pivot tables, Dashboards   October 2024

- Applied data cleaning strategies, handling missing values, duplicates, and inconsistent formats to ensure data integrity.
- Created dynamic **Pivot Tables** to summarize key metrics and derive actionable insights
- Developed interactive **dashboards** using Excel's features, including slicers, charts, and conditional formatting, to visualize trends and performance

Work Experience

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

- **Major subjects:** Database Management, Programming, System Analysis, and Networking   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