

Professional Summary

Analytical and results-driven Data Analyst with 4+ years of experience transforming complex datasets into actionable insights across finance, operations, and marketing domains. Proven expertise in Excel, SQL, Power BI, Tableau, and Salesforce, with a strong background in data cleaning, dashboard development, and performance tracking. Skilled at collaborating with cross-functional teams to drive data-informed strategies, improve processes, and identify growth opportunities. Self-motivated, detail-oriented, and passionate about using data to inform smarter business decisions.

Skills Summary

- Tools: Excel (Advanced), Power BI, Tableau, Salesforce, PowerPoint, MySQL
- Languages: Python (Pandas, NumPy, Scikit-learn, Matplotlib), R, SQL
- Platforms: MLflow, Git, Jupyter Notebooks, VS Code, Google Colab, Docker, Azure DataBricks
- Analytics: Data Cleaning & Transformation, Report Automation, KPI & Trend Analysis, Salesforce Analytics, Dashboard Development
- Soft Skills: Strong Stakeholder Engagement, Excellent Communication, Attention to Detail, Data Governance & Confidentiality

Projects

Jewellery Pricing Model Optimization

- Built pricing prediction models using XGBoost and Random Forest; implemented MLflow for reproducibility.
- Enabled dynamic pricing strategies that aligned with seasonal and economic trends.

Customer Segmentation for Marketing Optimization

- Applied clustering algorithms to group customers by behavior and demographics, enabling personalized marketing.
- Delivered insights that increased customer retention and campaign ROI.

Sales Forecasting Analysis using Time Series Models

- Conducted exploratory data analysis (EDA) and seasonal decomposition to uncover trends, seasonality, and key drivers of monthly video game sales using Pandas, Matplotlib, and Seaborn.
- Developed and compared multiple forecasting models including ARIMA, Exponential Smoothing (ETS), and Facebook Prophet to predict future sales performance.
- Built an interactive Streamlit dashboard with model selection options, visual forecasts, and CV file upload capabilities, enabling dynamic exploration of sales data and forecast insights.

Professional Experience

DATA SCIENTIST - Amdari

November 2024 - Till Date

- Cleaned, validated, and transformed raw data from multiple sources, increasing data quality by 25%.
- Built SQL scripts to streamline reporting, improving data retrieval speed by 40%.
- Partnered with stakeholders to define KPIs, delivering actionable insights that influenced business direction.
- Developed automated dashboards and performance tracking systems to monitor operational efficiency.
- Led documentation of analytics workflows and pipelines, reducing knowledge transfer time by 30%.

- Developed predictive models to support financial planning, improving forecasting accuracy and reducing costs by 12%.
- Extracted and analyzed large datasets using SQL and Python to identify patterns in financial performance.
- Created data dashboards and reports for internal departments to enable faster, insight-driven decisions.
- Collaborated with IT to integrate reporting tools with internal systems, improving data accessibility and workflow efficiency.

Education

Degree	University	Year
M.Sc. Data Science	The Manchester Metropolitan University	2024