Khurram Naveed

Junior Data Analyst — SQL & Power BI Specialist

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LinkedIn Profile — Portfolio Link

Technical Skills

- **Data Analysis & Visualization:** Power BI (Dashboards, DAX, Data Modeling), Advanced Excel (Pivot Tables, Lookups, Power Query).
- **Database Management:** SQL (Joins, CTEs, Window Functions, Aggregations, Normalization).
- **Programming:** Python (Basic Pandas for Data Cleaning & EDA).
- **Core Competencies:** Data Cleaning, KPI Reporting, Trend Analysis, Visual Storytelling, Business Intelligence.

Professional Experience

Data Analysis & Reporting Assistant — Aug 2022 – Nov 2024
TCS Courier Service — Arifwala, Pakistan

- Analyzed large-scale operational datasets (100,000+ records daily) to ensure data accuracy, completeness, and consistency.
- Developed and maintained daily, weekly, and monthly KPI reports for operations and management teams, supporting strategic decision-making.
- Collaborated with cross-functional teams to translate business requirements into actionable analytical insights using Excel and Power BI.
- Streamlined data collection processes from multiple sources, significantly reducing reporting turnaround time.
- Monitored sales, delivery, and operational performance metrics to identify trends and areas for process improvement.

Projects

Freelancer Earnings Tracker (SQL)

- Designed a fully normalized relational database (8 tables) to track freelancer metrics across Pakistan.
- Wrote complex SQL queries utilizing JOINS, CTEs, and Window Functions to analyze top earners, skill profitability, and platform ROI.
- Uncovered key insights regarding month-over-month income trends to assist freelancers in platform selection.

Financial Sales Analysis Dashboard (Power BI)

- Built an interactive dashboard to analyze FMCG sales performance across various geographies and customer segments.
- Utilized Power Query for ETL processes and wrote DAX measures for calculating year-over-year growth and variance.
- Delivered visual storytelling insights that highlighted underperforming regions and product categories.

Sales & Orders Analysis (SQL - Kap's Café)

- Developed SQL scripts to track sales revenue trends, product demand, and inventory levels.
- Generated data-driven recommendations for pricing strategies and discount optimization based on historical sales data.

Education

BS in Business & Information Technology (Lateral) — In Progress
Virtual University of Pakistan

Bachelor of Arts — 2018
Bahaudin Zikrya University, Multan

Certifications

- **Google Data Analytics Professional Certificate** – Google
- **Google Data Analytics and Business Intelligence** – Google
- **CISCO Data Analytics Essentials** – Cisco Networking Academy
- **Diploma in Data Analytics** – HP Life Foundation