

Khurram Naveed

Data Analyst — BI & Reporting Specialist

Arifwala, Pakistan

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| [LinkedIn](#)

| [Portfolio](#)

Professional Summary

Detail-oriented Data Analyst with 1+ year of experience in Excel-based reporting, SQL querying, and Power BI dashboard development. Expert in transforming raw data into actionable business insights through data cleaning, automation, and visualization. Proven track record of reducing manual reporting time, monitoring KPIs, and supporting data-driven decisions. Strong foundation in ETL processes, ad-hoc analysis, and stakeholder communication.

Technical Skills

Data Analysis & Reporting	KPI tracking, ad-hoc analysis, revenue & cost reporting, business performance monitoring
Microsoft Excel	Advanced formulas (XLOOKUP, INDEX-MATCH), Pivot Tables, Power Query, dashboards, automation, macros (basic)
SQL	SELECT, JOIN, GROUP BY, subqueries, aggregations, filtering, data validation
Power BI	Data modeling, DAX measures, interactive dashboards, Power Query (ETL)
Data Cleaning & Transformation	ETL logic, consistency checks, structured data models
Soft Skills	Stakeholder communication, documentation, team collaboration

Professional Experience

Data Entry & Excel Reporting Analyst

Aug 2022 – Nov 2024

TCS Courier Service – Arifwala

- Developed and automated Excel dashboards using Pivot Tables, Power Query, and slicers to track on-time delivery, productivity, and labor efficiency.
- Reduced manual reporting effort by **70%** through automation and standardized reporting workflows.
- Cleaned, merged, and validated multi-source datasets to ensure high data accuracy and consistency.
- Produced ad-hoc management reports focused on cost analysis, client performance, and operational KPIs.
- Wrote SQL queries to extract, verify, and reconcile operational data for daily and monthly performance reports.
- Collaborated with team leads to define KPIs and visualize them in Power BI dashboards for decision support.

Projects

HR Analytics Dashboard – Power BI

- Built an interactive HR analytics dashboard to evaluate attrition rate, department-wise performance, and employee satisfaction.
- Implemented DAX measures and data models to generate insights for workforce planning and retention strategies.

Sales & Orders Analysis – SQL (Kap's Café Project)

- Designed optimized SQL queries using joins and aggregations to analyze sales trends, product demand, and customer behavior.
- Identified seasonal patterns and revenue fluctuations to support pricing and inventory decisions.

Road Accident Analysis Dashboard – Excel

- Created an interactive Excel dashboard analyzing **417,000+** road accident casualties by vehicle type, location, road condition, and time period.
- Applied Pivot Tables, slicers, and advanced charts to track fatal, serious, and slight casualties.
- Enabled rapid trend identification for data-driven policy and safety insights.

Education

Bachelor of Arts, Bahauddin Zakariya University, Multan

BS (Lateral) in Business & Information Technology, Virtual University of Pakistan

In Progress

Certifications

- Google Data Analytics & Business Intelligence
- Google Data Analytics Professional Certificate
- Cisco Data Analytics Essentials
- Diploma in Data Analytics – HP Life Foundation

Why I Am the Ideal Candidate for a Data Analyst Role

- Strong hands-on experience in Excel, SQL, and Power BI with measurable business impact
- Proven ability to automate reports and streamline reporting workflows
- Solid understanding of ETL processes, data modeling, and KPI frameworks
- Real-world project portfolio demonstrating applied analytics skills
- Continuous learner with multiple professional certifications
- Excellent communication and teamwork abilities