

## Profile Summary

Proven ability in analyzing large datasets, debugging SQL queries, and transforming data to drive business decisions. Proficient in creating compelling, interactive dashboards using Power BI, enhancing data accessibility and understanding. Strong command over Excel, SQL, Power BI, enabling efficient data manipulation and analysis. Proficient in market research, requirement gathering, qualitative and quantitative analysis.

## Skills

Programming	Python, SQL
Visualization	Tableau, Power BI, Excel Charts, Jupyter Notebook
Database	MySQL, PostgreSQL
Frameworks/Libraries	NumPy, Pandas, Matplotlib, Seaborn

## Experience

### Meesh Consulting Ltd, UK – Power BI Developer

Oct 2023 – Oct 2024

- Improved reporting efficiency by **20%** by designing and developing **Power BI** reports for business-critical use cases, including Blue Prism amended reports, RPA termination analysis, and survey analysis.
- Prepared **20+** BI dashboards in **Power BI** for month-on-month sales and finance business reports.
- Transformed and analyzed around **280+** BETA Companies using **Text Preprocessing** using NLP and eliminated **outliers** using **Python** and **Pandas**.
- Assisted businesses in determining optimal pricing strategies by analyzing data trends of 1-year data, identifying relevant business insights, and using time series analysis in **Power BI** to forecast future trends.

### Codeaza Technologies, Rawalpindi – Python Developer

Jun 2023 – Aug 2023

- Automated data collection from e-commerce platforms by developing a Selenium and Scrapy bot to scrape **10,000+** product data.
- Analyzed products information, improving product identification by **10%** and saving **5+ hours** of manual work weekly.
- Developed an API to scrape financial data from Yahoo Finance, integrating CRUD operations for seamless storage, updates, retrieval, and deletion in the database, improving data management efficiency by **40%**.

## Projects

### Business 360 - Brick & mortar and e-commerce [Power BI | SQL | DAX Studio]

Jan 2025

#### [Live Dashboard](#)

- Designed a multi-view dashboard in Power BI for 6 departments (sales, finance, supply chain, executive, marketing, and products) of AtliQ hardware to understand sales trends and facilitate data-driven decisions, which aimed to scale the business processes by 10%.
- Imported 2 different data sources (MySQL, and Excel) with more than 1 million records and performed data modeling.
- Optimized the report using DAX studio, which saved 30% of storage and improved performance by 10%.

### Hospitality Analysis – Hotel Chain Business [Power BI | Excel]

Nov 2023

#### [Live Dashboard](#)

- Atliq Grands noticed a loss in their market share and revenue over a few months. To diagnose the cause of this loss, they needed a way to analyze this. I streamlined a dashboard in Power BI using 3 months of data.
- With this dashboard, the Revenue team of Atliq Grands was able to gain insights into their revenue trend. This could help in regaining their revenue and market share by 20% in the next month.

### Sales Insights – Brick & mortar business [Tableau | SQL]

Oct 2023

#### [Live Dashboard](#)

- Designed a Power BI dashboard to understand AtliQ hardware's last 4 years' sales trends.
- This dashboard could assist in raising the revenue at least by 7% in the next quarter.

## Extracurricular / Certifications

- Data Analysis in Power BI 2.0 | Codebasics
- Focal Person & Coordinator | Superior IEEE, Superior Gold Campus
- Campus Ambassador | SOFTEC'24, 25
- Data Analysis with Python: Zero to Pandas | Jovian

## Education

### Superior University, Gold Campus

Bachelor in Computer Science – CGPA: 3.39

Sep 2021 – Jul 2025

Lahore, Pakistan