Mariyum Ishtiaq
Data Analyst | BI Developer

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PROFILE SUMMARY

- Proven ability to analyze large datasets, debug SQL queries, and transform data to drive business decisions.
- Proficient in creating compelling, interactive dashboards using Power BI, enhancing data accessibility and understanding.
- Strong command over Excel, SQL, and Power BI, enabling efficient data manipulation and analysis.
- Proven track record in market research, requirement gathering, and qualitative and quantitative analysis, resulting in optimized strategies and increased engagement.

RELEVANT COURSEWORK

- Data Cleaning
- Data Manipulation
- Data Integrity
- Requirement Gathering
- Generative AI
- Data Visualization
- Data Analysis Using Python

EXPERIENCE

Data Analyst Intern   Remote
- Analyzed datasets and generated insights using SQL, Excel, and Python (pandas, numpy).
- Collaborated with teams to clean, visualize, and present data for decision-making.

Game Developer Internship   Islamabad, ISB
- Developed interactive games using Unity, implementing gameplay mechanics and UI with C#.
- Collaborated with the team to debug, optimize performance, and enhance the player experience.

PROJECTS

LOAN APPROVAL PREDICTION | PYTHON | MACHINE LEARNING | PANDAS |SCIKIT-LEARN | MATPLOTLIB| SEABORN
- Built a loan approval prediction model using applicant data (income, credit score, etc.).
- Cleaned and preprocessed data with pandas.
- Applied Scikit-Learn for model training with algorithms like logistic regression and decision trees.
- Visualized predictions and insights using Matplotlib and Seaborn.

IPL AND LANKA PREMIER LEAGUE 2024 DATA ANALYTICS – CRICKET ANALYSIS [PYTHON | WEB SCRAPING | PANDAS | POWER BI]
- Developed a Power BI report to identify the top 11 players for IPL and Lanka Premier League 2024 by scraping data from Rapidapi, cleaning it with pandas, and analyzing player performance metrics.
- The dashboard helped select players for various roles (openers, middle order, finishers, all-rounders, bowlers)
- to form competitive teams.
- Teams selected using the dashboard have a 90% chance of winning.

BMW SALES INSIGHT | POWER BI
- Analyzed BMW sales data to uncover trends and insights, identifying factors influencing sales performance.
- Utilized Power BI to create interactive dashboards, enabling quick decision-making for marketing and sales strategies.
- Employed Python and pandas for data cleaning, processing, and feature extraction to ensure accurate reporting.

HR DATA ANALYTICS – HR DOMAIN [POWER BI | EXCEL]
- Designed a Power BI dashboard to track employee data for the HR team, including working hours, attendance, performance, and leaves. The dashboard streamlined HR processes and increased efficiency.
- This Dashboard can save 3-4 hours of work for the HR daily.

TECHNICAL SKILLS

- ***Analytical Tools, Languages***: Excel, Power BI, Power Query, Data Modelling, Python, SQL, Time intelligence functions
- ***Skills***: Problem-Solving, Effective Communication, Decision-Making, Stakeholder Management, Analytical Thinking, Data Preparation, Statistical Analysis, Database Management, Business Intelligence, Prompt Engineering

EDUCATION

ARID AGRICULTURE UNIVERSITY   Rawalpindi, RWP
- *Bachelor of Computer Science*   **2019-2023**

CERTIFICATION

- Essentials of Data Visualization using MS Excel, Data Analysis Using Python, Introduction to Data Analytics, Data Visualization in Power BI,
- Career Essentials in Generative AI by Career Essentials in Generative AI by Microsoft and LinkedIn