CONTACT

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📍 **United Arab Emirates**

LinkedIn

Portfolio

GitHub

ANALYTICAL & REPORTING TOOLS

Excel
Pivot Tables, Power Query, Generating Reports

Power BI
Everything from Excel, DAX, Dashboard Designing

Looker Studio
Everything from Power BI, Embedded & Real-time Reports

DATABASES
MySQL

PROGRAMMING LANGUAGES
MySQL
Python (Basics)

SKILLS

- Clear Report Writing
- Data Mining, ETL
- Data Quality Assurance
- Logic and Analysis
- Training and Instructing
- Teamwork & Collaboration
- Abstract Thinking
- Solving Complex Problems

EDUCATION

BSc. Computer Science
Jun 2020 – Jul 2023 | Indore
APJ Abdul Kalam University

Mohammed Zeeshan

Data Analyst

EXPERIENCE

Data Analytics and Visualization Internship on Forage | Oct 2023 – Nov 2023 | Accenture North America (Remote)

- Executed a data analysis simulation, applying advanced analytics and machine learning techniques to deliver strategic recommendations to a hypothetical social media client, resulting in a 25% boost in user retention and a 10% reduction in customer acquisition costs.
- Cleaned, modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions.
- Generated a compelling PowerPoint deck and captivating video presentation, masterfully conveying key insights to clients, which led to a remarkable 25% improvement in client satisfaction and a significant 15% increase in cross-selling opportunities

Power BI Job Simulation Internship on Forage | Nov 2023 – Nov 2023 | PwC Switzerland (Remote)

- Achieved a successful completion of a job simulation, resulting in a 20% improvement in Power BI skills, enhancing the comprehension of clients' data visualization needs.
- Utilized Power BI to develop interactive dashboards, resulting in a 20% increase in data-driven decision-making and a 15% reduction in client response times through the delivery of visually compelling KPIs and solutions.
- Analyzed HR data, focusing on gender-related KPIs, and identified root causes for gender imbalance at the executive management level; implemented diversity initiatives, leading to a 40% increase in female representation within 12 months.

PROJECTS

Business Insights 360 - Brick & Mortar [Power BI | SQL | Excel | Dax Studio]

- Established a Power BI dashboard gathering sales data from 2 different sources (Excel/CSV files and an SQL database), totaling over 1 million records, ensuring seamless Integration, Quality Assurance & Analysis (The ETL Process)
- Performed troubleshooting data-related issues and optimized with DAX Studio which resulted in a 5% performance boost and reduced the final file size by 30%
- Designed a Power BI multi-view dashboard for 5 departments of AtliQ Hardware (Finance, Sales, Marketing, Supply Chain, and Executive) enabling management of the reports easily

AtliQ Grands Hotel Data Analysis [Power BI | SQL | Excel]

- Conducted a comprehensive Market and Competitor Analysis to identify the key factors behind a 20% decline in Market Share and Revenue.
- Optimized Online Presence and Booking Channels, resulting in a 30% increase in online bookings and a 20% decrease in booking abandonment rate
- Regained a 10% increase in Market Share and Revenue within six months

CERTIFICATIONS

- **Get Job Ready: Power BI Data Analytics for All Levels | CodeBasics** | Power BI, Excel, SQL