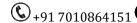
MOHAMED ASHIF B

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OBJECTIVE

Analytical and detail-oriented Data Analyst with a strong foundation in data analysis, database management. Skilled in transforming complex data into actionable insights to support business intelligence and strategic decision-making. Passionate about leveraging expertise in SQL, Excel, and data visualization to deliver meaningful impact in a collaborative, innovation-driven environment.

EDUCATION

Bachelor of Business Administration in Computer Applications (BBA.CA) Government Arts and Science College, Gudalur - 2021 - 2024 | CGPA: 6.9

PROJECTS Employee Management System

Skills Used: MySQL, Database Design, Data Management, Data Retrieval, Reporting

- Developed a robust MySQL database management system for tracking employee data, optimizing operations, and providing real-time insights through customized reporting and analytics.
- Designed and implemented complex data manipulation and query optimization functions to support data driven decisions, including analyses of employee metrics like headcount, salary averages, and tenure.
- MySQL database design and implementation, Insertion, retrieval, update, and deletion queries.

Accenture North America Data Analytics and Visualization Job Simulation on Forage Skills Used: MySQL, Excel, Data Cleaning, Data Modelling, Presentation

- Completed a data analysis simulation for Accenture, focusing on social media data insights to guide content strategy for a hypothetical client.
- Conducted comprehensive data cleaning, data modelling, and trend analysis on multiple datasets, then presented findings in a structured PowerPoint presentation and video summary for client review.

TECHNICAL SKILLS

- Languages: MySQL, SQL, Python
- Data Analysis Tools: Advanced Excel, Power BI, Data Cleaning, Data Modelling, Data Transformation
- Database Management: MySQL Workbench, Database Schema Design, Query Optimization, Data Reporting
- Data Visualization: PowerPoint, Power BI, Excel Charts

SOFT SKILLS

- · Analytical Problem Solving
- **Data-Driven Decision-Making**
- **Effective Communication**
- Time Management and Prioritization High Adaptability to New Technologies

CERTIFICATIONS

Data Analytics and Visualization Certification – Accenture