

Mohd Maaz Ekram

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PROFILE

Data Analyst with proven experience in data analysis, visualization, automation, and dashboard development. Skilled in Python, SQL, API integration, and tools like Power BI, Excel, and Google Data Studio. Experienced with GCP (BigQuery, Cloud Functions), GA4, and GTM to deliver actionable insights and support data-driven decisions.

EDUCATION

IT-Vedant Institute
Master in Business Data Analyst

Andheri, Mumbai, MH
2023 - 2024

Tolani College of Commerce | Mumbai University
Masters In Commerce (M-COM)

Andheri, Mumbai, MH
2022 - 2024

SKILLS

- **Programming & Data Handling:** Python (Pandas, NumPy), SQL, Web Scraping, API Integration, Automation
- **Data Analysis & Visualization:** Power BI, Microsoft Excel (Advanced), Google Data Studio (Looker Studio)
- **Cloud & Tools:** Google Cloud Platform (BigQuery, Colab, Vertex AI, Cloud Functions), GA4, GTM, Webengage
- **Other:** ETL Pipelines, Statistical Analysis, KPI Reporting, Data Cleaning, Workflow Automation

EXPERIENCE

Junior Data Analyst

Candere by Kalyan Jewellers | Aug 2023 – Present | Mumbai

- Developed and maintained interactive dashboards using (Google Data Studio) to deliver actionable insights to senior leadership and business teams.
- Automated data workflows, including cleaning, structuring, and validation using SQL and Python, improving accuracy and reducing manual effort.
- Built user-friendly, self-serve dashboards and reporting pipelines for non-technical teams, increasing efficiency and fostering a data-driven culture.

PROJECTS

Sales Optimization via Competitor Analysis [[Link](#)]

- **Scraped competitor websites** using **Selenium** to collect key data points such as product pricing, offers, and inventory availability.
- Conducted competitive analysis to benchmark pricing and promotions, guiding internal product and discount strategy.
- Leveraged insights from competitor data to optimize pricing and stock decisions, resulting in a **55% increase in sales**.

Customer Behavior & Conversion Dashboard for Offline Stores [[Link](#)]

- Designed and developed an interactive dashboard to analyze **50,000+ walk-in records** across 75+ offline stores.
- Visualized key metrics using **bar, pie, and funnel charts** to uncover customer behavior and store-wise conversion trends.
- Enabled business teams to identify budget segments and optimize marketing efforts through actionable insights.

Automated Reporting System Implementation [[Link](#)]

- Developed and deployed an automated reporting system using **Python, SQL, and Google Cloud Functions** to send daily store **sales performance reports**.
- Automated email delivery to **75+ store** heads, saving **15+ hours** per week previously spent on manual reporting tasks.
- Improved reporting accuracy by **25%, enabling faster**, data-driven decisions across all retail locations.