

# NUJOUM UNUS

BUSINESS INTELLIGENCE ANALYST | ANALYTICS, REPORTING & DATA QUALITY

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## PROFESSIONAL SUMMARY

Business Intelligence Analyst with experience building executive dashboards, recurring performance metrics, and decision-support reporting across finance, marketing, and operations

## EDUCATION

**University of California – San Diego, San Diego, CA, USA** Dec 2025

*Master of Science in Business Analytics*

GPA: 3.6/4

- **Leadership:** Co-Director of Marketing, Women of Rady | Teaching Assistant, Professional Communication in Finance

- **Relevant Coursework:** Business Analytics, Market & Customer Analytics, Forecasting & Time Series Analysis, SQL & ETL

**A.P.J. Abdul Kalam Technological University, Trivandrum, KL, India** Jun 2023

*Bachelor of Technology in Computer Science and Engineering*

GPA: 3.58/4

- **Modules:** Database Management Systems, Software Engineering, Information Systems, Web Development, Cloud Computing

## SKILLS

Business Intelligence, Analytics & Reporting, Dashboard Development, Executive & Ad-hoc Reporting, KPI Definition & Tracking, Performance Measurement, Trend & Variance Analysis, Data Visualization, **SQL, Python, Tableau, Power BI, Excel** (Advanced Formulas, Pivot Tables, Lookups), Data Extraction & Validation, Data Quality Checks, Time Series & Forecast Accuracy Analysis, Sales & Market Analysis, Pricing & Financial Modeling, Sales Forecasting, Demand Planning, Inventory Management, Competitive Benchmarking, Supply Chain Fundamentals

## WORK EXPERIENCE

**Data Science Consultant (Capstone Partnership)** Apr 2025 – June 2025  
*BriteCap Financial* San Diego, USA

- Translated business and revenue objectives into analytical reporting and forecasting workflows using 7,600+ small business loan applications and transactional datasets
- Analyzed end-to-end transaction and performance data pipelines to support monthly portfolio monitoring, trend analysis, and management reporting
- Developed and validated recurring performance metrics to track repayment behavior, risk trends, and portfolio health over time
- Prepared executive-level dashboards and presentations summarizing key insights, trends, and recommendations to support strategic planning and stakeholder decision-making

**Automation Engineer** Nov 2023 – May 2024  
*TATA ELXSI*

- Recognized as a “Rising Star” (ranked #1 of 60+ trainees) for rapid onboarding, problem-solving, and cross-functional collaboration
- Designed automated workflows to standardize documentation outputs, reducing manual effort by 60%+
- Evaluated system outputs and performance metrics to ensure accuracy, consistency, and reliability of automated solutions across use cases
- Partnered with engineering and business stakeholders to define requirements, assess feasibility, and advance a high-impact automation initiative selected among the top three innovations for pilot deployment

## PROJECTS

**Supply Chain Bid Evaluation & Vendor Scoring Tool** Apr 2025

- Developed an analytics-driven application to structure vendor bid data, define weighted evaluation criteria, and rank suppliers, reducing manual bid review effort by approximately 90% and improving sourcing decision consistency

**Marketing Campaign Performance Analysis** Jan 2025

- Analyzed marketing and customer data using SQL and Python to evaluate campaign effectiveness, validate performance metrics against historical benchmarks, and improve campaign ROI by 20% through data-driven targeting recommendations

**YouTube Engagement & Monetization BI Dashboard [Tableau, Python]** Nov 2025

- Built an interactive Tableau dashboard analyzing 10M+ user interactions to track engagement trends, revenue drivers, and performance metrics for executive reporting

**Sentiment Analytics Dashboard for QSR Strategy** Oct 2024

- Developed a sentiment analytics dashboard using NLP techniques to analyze 650K+ customer reviews, translating unstructured feedback into actionable insights on brand perception and customer behavior across major fast-food chains