

RAKEEK MIRZA KAMARUDEEN

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📍 Kasaragod, Kerala

SUMMARY

Data Analyst skilled in Python, SQL & PowerBI, with hands-on experience in predictive analytics, customer segmentation, and dashboard automation. Passionate about transforming complex data into actionable business insights to drive decision-making.

SKILLS

- **Programming Languages:** Python (Pandas, NumPy, Scikit-learn), SQL, R
- **Data Visualization:** Power BI (DAX), Tableau, Looker Studio, Matplotlib, Seaborn
- **Database & Cloud:** MySQL, SQLite, AWS (S3, EC2), Azure Data Factory
- **Data Tools:** Excel (Power Query, PivotTables), Alteryx, Power Query
- **Analytics Techniques:** Predictive Modeling, K-Means Clustering, KPI Tracking, ETL Pipelines
- **Soft Skills:** Problem-Solving, Stakeholder Management, Analytical Thinking

WORK EXPERIENCE

Data Analyst Intern

April 2024 - December 2024

ZEPHYR Technologies and Solution Pvt. Ltd.

- Performed in-depth competitive analysis to identify market trends and optimize business strategies.
- Designed and developed 5+ interactive Power BI dashboards, improving data visualization and reporting accuracy.
- Automated data cleaning pipelines using Python (Pandas) & SQL, reducing manual preprocessing time by 30% and improving dataset accuracy for 5+ dashboards.

PROJECTS

ECommerce Customer Insights & Predictive Analytics | [Link](#)

December 2024 – January 2025

- Built a Lookalike Model using customer profiles & transaction data, boosting retention by 15%.
- Applied K-Means clustering for customer segmentation, optimizing ROI & marketing strategies.

Strategic Market Analysis & Competitive Insights | [Link](#)

October 2024 – November 2024

- Used Excel, SQL & Python for competitor analysis & data cleaning, improving benchmark accuracy by 45%.
- Streamlined reporting, increasing efficiency by 30%, and presented insights via Power BI dashboards.
- Utilized ETL workflows to automate data processing, enhancing efficiency and accuracy.

Zephyr HR & Sales Dashboards using Power BI | [Link](#)

September 2024 – October 2024

- Designed interactive Power BI dashboards to revolutionize HR data visualization, achieving a 50% boost in clarity and accessibility.
- Improved workforce planning & performance tracking, boosting operational efficiency by 40%.

Finance Tracker and Student Management Dashboards | [Link](#)

September 2024 – October 2024

- Built Excel dashboards for finance and student management, enhancing data-driven decisions by 25%.
- Enhanced user interactivity with advanced pivot tables and conditional formatting, improving insights by 20%.

EDUCATION

YENEPOYA UNIVERSITY

Bachelor of Computer Application(BCA) : CGPA : 9.0

Specialization in Big Data Analytics and Cloud Computing

Mangalore, India

June 2021 - April 2024

CERTIFICATES

Data Analytics and Visualization Job Simulation (Accenture)

March 2024

- Designed actionable dashboards and reports to support strategic decision-making processes.

Google Data Analytics by Google on Coursera | [Link](#)

May 2024

- Learned the complete data analysis process, including data cleaning, visualization, and insights generation.
- Gained proficiency in tools like SQL, R, and Tableau to solve real-world business problems.

Data Analyst Certificate (YBI Foundation) | [Link](#)

August 2024

- Acquired practical skills in statistical analysis, data preprocessing, and visualization techniques.