SARIM AMIR

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Summary

Data Analyst with 2 years' experience delivering data-driven insights across the full analytics lifecycle, from data collection and validation to analysis and visualisation. Skilled in Power BI (DAX, Modelling, Power Query), SQL, and Python, with experience improving data quality, automating reporting, and building KPI dashboards. Strong track record of working with cross-functional teams to translate requirements into clear, actionable insight. Actively pursuing Data Analyst roles, with full flexibility to relocate.

Education

University Of Dundee   Dundee / Scotland
MSc Business Analytics and Big Data   September 2024 – Ongoing

PAF KIET   Karachi / Pakistan
Bachelors of Computer Science (BS-CS)   January 2019 – November 2023

Professional Experience

F1 Arcade   London / United Kingdom
Business Analytics Intern   May 2025 – July 2025

Key Responsibilities and Achievements
- Designed and built interactive Power BI dashboards using DAX and Power Query to track CTR, CAC, and ROI, enabling marketing teams to identify high-performing campaigns and optimise spend.
- Integrated CRM, GA, and campaign data into central reporting models through advanced data modelling techniques, uncovering revenue patterns and anomalies that informed strategy shifts.
- Collaborated with cross-functional teams by sharing data-driven insights and marketing performance analysis, leading to optimised campaign strategies and improved ROI.
- Ensured accuracy and integrity of datasets through thorough validation and cleaning processes, resulting in reliable reporting for informed decision-making.

Meta Global Screening Services (SMC - Private Limited)   Karachi / Pakistan
Research Analyst   March 2024 – August 2024

Key Responsibilities and Achievements
- Conducted in-depth due diligence investigations using regulatory and reputational sources to support client risk assessments with accurate, actionable intelligence.
- Performed discreet source inquiries to gather reputational intelligence and business insights while ensuring confidentiality and ethical compliance.
- Managed full-cycle report preparation from research to delivery, ensuring findings met strict quality standards and directly supported compliance decisions.
- Consolidated and analysed complex data through structured frameworks, presenting concise, relevant insights that influenced client decision-making.

NJV School (Adopted by Akhuwat)   Karachi / Pakistan
Data Coordinator   February 2023 – February 2024

Key Responsibilities and Achievements
- Led full deployment of a Campus Management System by gathering requirements and overseeing implementation, streamlining data processes across academic and operational teams.
- Built Power BI dashboards aligned to KPIs in academics, procurement, and operations, enabling leadership to monitor performance and take timely actions.
- Analysed surveys and operational data using trend analysis techniques, producing insights that improved student retention and operational efficiency.
- Conducted trend and ad hoc analysis using Power BI and SQL to identify performance gaps, improving operational efficiency and supporting student progression.
- Created SQL pipelines to extract, validate, and prepare data, ensuring accurate and timely reporting for decision-making.
- Delivered insights aligned with organisational compliance by analysing policy and operational data, enabling leadership to make informed, compliant decisions.

ADDITIONAL

Technical Skills & Tools: Power BI (DAX, Modelling, Power Query, Role-Level Security), SQL (CTEs, Stored Procedures, Data Extraction), Excel (PivotTables, VLOOKUP, Index Match), PowerPoint, Python (Pandas, NumPy), Tableau (Basic), R (Basic), Data Governance & Quality Assurance

Certificates:
- Data Analysis with Python, freeCodeCamp.
- Microsoft Certified: Data Analyst Associate with Power BI, Udemy
- Data Visualization with Python, Great Learning.
- Feature Engineering, Great Learning.