

Saif Ali Rizvi

Data Analyst

A result-oriented and self-driven analyst with practical experience through multiple projects using Power BI , SQL, Excel and Python basics. Highly skilled in collecting, synthesizing and summarizing data. Seeking an opportunity to leverage my skills and experience to guide business decisions.

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EDUCATION

Bachelor of Business Administration (Business Administration And Management, General)

Guru Gobind Singh Indraprastha University

06/2018 - 08/2021

New Delhi , India

- CGPA - 7.14

PERSONAL PROJECTS

Tiny Shop Sales (06/2023)

- Tool used - **SQL**
- In this project I **extracted useful insights** from raw dataset using CASE WHEN statements , Window Functions (rank , dense_rank) , Joins , Limit clauses , Date time functions , CTEs (Common Table Expressions) , Subquery , Group by and Order by clause which **helped to take informed business decisions**

Executive KPI Dashboard -Northwind Traders Analysis (06/2023)

- Tool Used - **Microsoft Power BI**
- I have **build a top-level KPI dashboard** for the executive team to quickly understand the company's performance in key areas, including: Sales trends Product performance Key customers Shipping costs, the visualizations and key metrics presented in the report **enabled the team to track progress, identify opportunities, and address challenges proactively.**

Exploratory Data Analysis of Atliq Grands Hotel Chain (06/2023)

- Tool Used - **PYTHON (PANDAS)**
- The **objective of this analysis** - to uncover meaningful patterns, trends, and insights from the available data.
- By examining the data through visualizations, statistical summaries, the aim was to gain a deeper understanding of its operations, customer behavior, and performance.
- This **analysis helped to identify areas for improvement, optimize resource allocation, and make data-driven decisions to drive business growth and profitability.**

Revenue Dashboard - Atliq Hospitality Analysis. (05/2023)

- Tool Used - **Microsoft Power BI**
- Created interactive and highly informative dashboard **using Data Analysis Expressions (DAX) features**
- The dashboard presents revenue data in a visually appealing and easy-to-understand format. It uses **charts, graphs, and other visual elements to summarize revenue trends, patterns, and fluctuations over time.**
- Includes important **KPIs** specific to the hospitality industry, such as **Average Daily Rate (ADR), Revenue per Available Room (RevPAR), Occupancy Rate, and Daily sellable room nights(DSRN)**
- Provided revenue insights to the revenue team of the company to make better decision making thus **helping to regain their market share and revenue.**

WORK HISTORY

Marketing Lead

Neem Tree Agro Solutions

05/2020 - 01/2021

New Delhi , India.

- Led a team of 5 members**, providing guidance, training, and support to ensure campaign objectives were met within deadlines.
- Created and managed social media handles, including Facebook, Instagram, and Twitter, **increasing follower count by 30% and engagement by 25%.**
- Researched interesting and relevant content to **capture interest and improve site traffic.**
- Scheduled social media postings to **advertise products and generate site traffic**

SKILLS

SQL

Microsoft Power BI

Python

Microsoft Excel

Data cleaning | Data Preparation

Data Transformation | Data Visualization

Problem solving | Teamwork

Communication | Presentation

Business Analysis

Microsoft PowerPoint

Business Acumen

Analytical mind

CERTIFICATIONS

Statistics for Data Science and Business Analysis- 365 Data Science

SQL Beginner to Advanced For Data Professionals - codebasics

Business Intelligence using Microsoft Power BI - Skill Nation

Python For Beginner and Intermediate Learners - codebasics

INTERESTS

Favorite books - Energize your Mind by Gaur Gopal Das , The Monk who sold his Ferrari by Robin Sharma