CONTACT

Email: shagufta.pathan048@gmail.com
Phone: +1 (551) 226-0021
Address: Toronto, ON, Canada- M9P 3R2
LinkedIn: linkedin.com/in/shagufta-pathan-sp48/
GitHub: github.com/ShaguftaPathan
Portfolio:
shaguftapathan.github.io/Portfolio_Website/

TECHNICAL SKILLS

- **Programming Language:**
- Python (Pandas, Numpy, Matplotlib, Seaborn, Streamlit, Sci-kit, NLP)
- **Database Management:**
- MySQL, PostgreSQL
- SQL Server – SSIS
- ETL, Data Profiling, Data Cleansing, Data Modeling, QA Validation
- **Cloud Computing:**
- AWS, Azure (DB, DF, Synapse), Snowflake
- **Data Visualization:**
- Power BI (Dax, M-code), Tableau
- Google Analytics
- Excel
- **ML & Predictive Analytics:**
- Statistical Analysis, Regression Analysis
- Customer Segmentation, Sentiment Analysis
- **Business Intelligence:**
- Dashboard Development, KPI Tracking
- Report Automation, Stakeholder Reporting
- **Project Management & Documentation**
- SDLC, Agile, JIRA, Confluence

MANAGEMENT SKILLS

- Leadership & Growth mindset
- Project & Team Management
- Communication & Empathy
- Problem Solving

SHAGUFTA PATHAN
Data Analyst

PROFESSIONAL SUMMARY

Results-focused Data Analyst with over 10 years of industry experience, including 5+ years in data preparation, modeling, visualization, and diagnostic analysis across e-commerce, education, and manufacturing sectors. Proven ability to autonomously perform descriptive and diagnostic analytics design performance metrics and build prototype dashboards and analytical solutions. Certified in Google, Microsoft, and IBM programs via Coursera.

PROFESSIONAL EXPERIENCE

DATA ANALYST
Websitevala

08/2023 – Current
Blackburn, UK

- Designed and maintained 19 prototype dashboards in Power BI/Tableau, enabling business users to self-serve insights and driving a 30% increase in e-commerce sales via real-time KPI visibility.
- Built and maintained SQL pipelines using SQL Server and SSIS, optimizing data extraction, transformation, and validation from CRM, logistics, and finance sources - reducing reporting delays by 15%.
- Conducted root cause analysis using Python (Pandas, Matplotlib) identifying data anomalies and refund fraud, saving $39K annually.
- Utilized Python to apply NLP for feedback analysis and performed cluster analysis (using RFM and K-Means) for customer segmentation, identifying root causes of negative feedback and uncovering high-value segments for targeted retention campaigns - boosting user engagement by 28%.
- Evaluated web analytics data (Google Analytics & Ads) to identify high-performing keywords and align KPIs with cross-functional teams- driving a 44% revenue increase and 22% boost in conversion rate.
- Created automated Excel and Streamlit (Python) tools to clean, explore (EDA), and visualize over 10,000 records, improving data accuracy and reducing manual reporting time.
- Applied regression analysis to identify key drivers of conversion rates and conducted A/B testing on marketing strategies-resulting in a 20% lift in campaign performance and improved targeting.
- Maintained detailed data documentation in SharePoint and regularly led dashboard walkthroughs and training sessions with stakeholders to improve adoption and ensure ongoing data literacy.

Data Analyst / Head
Data Analyst / Coordinator
Senior Faculty
AESL- Aakash Educational Services Limited

02/2023 – 08/2023
04/2019 – 01/2023
08/2018 – 04/2019
Vadodara, India

- Led a 16-member academic team, achieving 67% above performance targets for two straight quarters via optimized academic operations and transparent reporting.
- Built and maintained SQL queries and scripts to extract, clean, and analyze student and academic data from internal databases, supporting timely and accurate reporting.
- Developed custom Excel PivotTable reports to analyze test results, enabling early identification of at-risk students and increasing intervention success rates and student engagement to 95%.

CERTIFICATIONS

- Google Project Management (Google)
- Google Data Analytics (Google)
- IBM Data Analyst (IBM)
- Python for Data Science, AI & Development (IBM)
- Power BI Data Analyst (Microsoft)

ACHIEVEMENTS

- Employee of the Year - Client Retention (Websitevala, Apr 2025)
- Employee of the Year (Websitevala, Apr 2024)
- Certificate for Completing the Target (AESL, Aug 2022)

EDUCATION

Master of Science in Microbiology
Maharaja Sayajirao University
Vadodara | 2015

Bachelor of Science in Medical Technology
Veer Narmad South Gujarat University
Surat | 2013

- Analyzed 1,500+ student feedback forms and 250+ support tickets per term to identify trends in complaints and satisfaction, driving targeted curriculum improvements and boosting faculty responsiveness by 87%.
- Applied sentiment analysis using Python (NLP) on reviews to categorize student feedback and improve teaching strategies based on behavioral insights.
- Leveraged AWS cloud services for secure data storage and facilitated data integration and mapping during a cross-platform cloud migration, ensuring data profiling, validation, and consistency across branches.
- Constructed Power BI data models with role-level security (RLS) to provide department- and branch-specific access, safeguarding sensitive student and academic data while enabling tailored insights.

Data Analyst   07/2016 – 07/2018
Business Analyst   05/2015 – 06/2016
Jamadar Bricks Mfg. Co.   Bharuch, India

- Built Excel-based dashboards and reports to track KPIs for 300+ vehicles, workforce, and inventory, enabling operational diagnostics and reducing delays.
- Streamlined internal databases and Excel to gather, clean, and analyze data for vendor and inventory tracking - enhancing coordination between supply chain, warehouse, and finance teams.
- Automated reporting to monitor procurement costs and order accuracy, cutting costs by 15% and improving accuracy by 23%.
- Conducted detailed analysis of wastage using audit data and Excel models- tracked loss patterns, identified root causes, and recommended actionable steps to minimize material waste.

PROJECTS

E-Commerce Data Analytics *(Client Project)*
- Built a comprehensive dashboard tracking revenue, shipping KPIs, and customer behavior- supporting a 44% revenue increase over 18 months through improved decision-making.
- *Customer Segmentation with RFM & K-Means*
  Engineered RFM features from online purchase behavior and applied K-Means clustering to identify 4 customer groups including top spenders and lapsed users for targeted campaigns & customer retention.
- *Sentiment Analysis Using VADER*
  Classified customer reviews into 5 sentiment categories using VADER with custom scoring (Positive, Neutral, Negative), identifying root causes of dissatisfaction (delivery delays, support issues) and increasing conversion rates by 22%.

Performance & Patient Analytics – Healthcare Client *(Client Project)*
- Conducted Exploratory Data Analysis (EDA) to Identify and correct code errors & maintained dashboards for 10,000+ patient records to track patient flow, employee KPIs, insurance claim outcomes, & customer reviews and helped increase client's rating from 3.9 to 4.4.