

## CONTACT

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**GitHub:** [github.com/ShaguftaPathan](https://github.com/ShaguftaPathan)

**Portfolio:**

[shaguftapathan.github.io/Portfolio\\_Website/](https://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 management, processing, analysis and visualization across e-commerce, manufacturing, retail, and education sectors. **Certified** in Google, Microsoft, and IBM programs via Coursera. Proven ability to deliver metric-oriented solutions, automate reporting, and influence strategic decisions through business intelligence.

## 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

02/2023 – 08/2023

### Data Analyst / Coordinator

04/2019 – 01/2023

### Senior Faculty

08/2018 – 04/2019

AESL- Aakash Educational Services Limited

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**.