

## 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:** Python
- **Database Management:**
  - MySQL, PostgreSQL
  - SQL Server – SSIS
- **Cloud Computing:**
  - AWS, Azure, Snowflake
- **Data Visualization:**
  - Power BI (Dax, M-code), Tableau
  - Google Analytics
  - Matplotlib, Seaborn
- **Data Cleaning:**
  - Pandas, NumPy, Scikit-Learn,
  - 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 | Blackburn, UK | Aug 2023 - Current

- Built and maintained 19 interactive **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.
- Collaborated closely with the client's data engineering team to design analytics-ready data models and build automated pipelines using SQL Server and SSIS, cleaning, joining, and validating multi-source CRM and operational data - reducing reporting delays by 15%.
- Conducted end-to-end QA and anomaly using Python (Pandas) and SQL, increasing data trust and saving \$39K annually by proactively flagging refund fraud, duplicate entries, and pricing mismatches.
- Partnered with cross-functional teams to translate business KPIs into dashboards and data models, ensuring alignment between marketing, logistics, and customer service teams.
- Utilized Python to apply NLP for feedback analysis and RFM-based customer segmentation, identifying root causes of negative feedback and uncovering high-value segments for targeted retention campaigns - boosting user engagement by 28%.
- Built automated Excel and Streamlit (Python) tools to clean, explore (EDA), and visualize over 10,000 records, improving data accuracy and reducing manual reporting time.
- 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 of Department | Feb 2023 - Aug 2023

### Data Analyst / Coordinator of Department | Apr 2019 - Jan 2023

### Senior Faculty | Aug 2018 – Mar 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.
- 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.
- 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%.
- 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%.
- Developed a sentiment analysis model on RateMyProfessor.com reviews to categorize student feedback and improve teaching strategies based on behavioral insights.

## 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

- Collaborated with academic and IT teams on a cross-platform cloud data migration, ensuring data profiling, validation, and consistency across branches.

**Data Analyst | Jul 2016 – Jul 2018**  
**Business Analyst | May 2015 – Jun 2016**

Jamadar Bricks Mfg. Co. | Bharuch, India

- Built Excel-based dashboards to monitor logistics, workforce productivity, and inventory for 300+ vehicles driving up improvement in operational KPIs and cost efficiency.
- Developed and maintained reports for vendor and inventory management, enabling cross-departmental collaboration between supply chain, warehouse, and finance teams.
- Created automated reporting processes that tracked procurement costs and order accuracy, achieving a 15% cost reduction and 23% improvement in order accuracy annually.
- Led process automation initiatives streamlined data collection and reporting cycles, improving decision-making speed and accuracy across manufacturing and transport functions.

## 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 - Physiotherapy Clinic *(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 performance, insurance claim outcomes, & customer reviews and helped increase clinic rating from 3.9 to 4.4.