

CONTACT

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Io: shaguftapathan.github.io/Portfolio_Website/

TECHNICAL SKILLS

• Data Management, Processing and Analysis

- Advanced SQL (MySQL, PostgreSQL, Microsoft SQL Server- SSIS, Joins, CTEs)
- Cloud platforms: Snowflake, AWS, Microsoft Azure
- ETL & Data Transformation
- Data Governance & Quality Assurance

• Programming Languages

- Python (Pandas, NumPy, Matplotlib, Seaborn)

• Data Visualization & Reporting

- Power BI (Data Modeling, M-code, DAX)
- Excel (Macros, VBA, Pivot Tables, LOOKUPS)
- Tableau, Google Analytics
- Report-Automation & Dashboard Development

• Business Intelligence

- HIPAA, PHIPAA, PIPEDA, GDPR
- KPIs & Metrics
- Revenue & Cost Optimization

• Project & Team Management

- SDLC, Agile, JIRA, Confluence
- Stakeholder Communication
- Data Storytelling

• ML & Predictive Analytics

- Scikit-learn, VADER (Sentiment Analysis), Regression Analysis & Forecasting
- Customer Segmentation (RFM)

SHAGUFTA PATHAN

Data Analyst

PROFESSIONAL SUMMARY

Process-oriented Data Analyst with over 10 years of industry experience, with a strong focus on efficiency and data quality. Proven expertise in diagnostic analytics, data modelling, data visualization, and automated reporting using tools like Excel, SQL, Power BI, Tableau, Python, and Google Analytics. Skilled at transforming complex data sets into actionable insights that support strategic decision-making. Seeking a Data Analyst role to leverage my skills and experience in driving organizational growth.

PROFESSIONAL EXPERIENCE

Data Analyst | Aug 2023 - Current

WEBSITEVALA | Blackburn, UK

Delivered end-to-end data analytics solutions to 27+ clients, leveraging web development, targeted digital campaigns and data insights to stimulate client growth.

- Designed, built, and maintained scalable data models in Power BI to automate reporting workflows, reducing manual effort and enabling real-time KPI monitoring.
- Created and optimized ETL pipelines using SQL and SSIS to integrate, transform, and cleanse multisource CRM and operational data, improving data reliability and reducing order delays by 15%.
- Automated data quality checks and anomaly detection routines (refund abuse, duplicate orders, mismatched billing/shipping) with Python and SQL, enhancing fraud detection capabilities by 92% and ensuring data integrity throughout reporting cycles.
- Constructed interactive Power BI dashboards after assessing 10K, tracking KPI that improved patient satisfaction from 3.9 to 4.4 with a 17% reduction in no-show appointments.
- Developed robust data processing scripts using Excel (Macros) to normalize and cleanse over 3,000 patient demographic records, increasing data accuracy for analysis by 20%.
- Deployed secure SQL server database for customer data, applying Python (NLP) to segment audiences and RFM to analyze feedback, enhancing engagement by 28% and boosting KPI clarity.
- Conducted advanced market research and data analysis via Google Console, Google Ads, and Google Trends, implementing SEO strategies that contributed to a 47% revenue uplift.
- Established quality control measures that identified discrepancies within datasets before analysis began, maintaining accuracy levels above 98% throughout critical reporting periods impacting strategic decisions made weekly.
- Created over 20 dynamic dashboards in Power BI and Tableau, automating monthly sales and operational reports that enabled cross-functional teams to respond promptly to emerging trends, resulting in a 30% sales increase.
- Integrated APIs for continuous data ingestion and automated reporting, delivering weekly performance insights for an e-commerce client that led to a 44% revenue growth and 22% boost in conversion rates over 18 months.

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

Directed academic analytics for a top-tier institution with 200+ branches, improving student performance tracking and faculty planning across Medical and Engineering prep programs.

CERTIFICATIONS

- The Data Science of Health Informatics (John Hopkins University)
- Google Project Management (Google)
- Google Data Analytics (Google)
- Data Analysis with R Programming (Google)
- IBM Data Analyst (IBM)
- Python for Data Science, AI & Development (IBM)
- Generative AI: Data Analytics (IBM)
- Power BI Data Analyst (Microsoft)
- SQL - Essential training (NASBA)

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)
- 8th National Symposium winner - "Enhancement of Biofilm Formation in Probiotic bacteria using chemical components of Herbal plants" (Rajkot, Mar 2015)
- Top Achiever's award (VNSGU, Dec 2013)
- State Level Science Toon winner- "Bio Business" (GSBTM-Gujarat State Biotechnology Mission, Dec 2012)

- Managed the team of 16 members to align with compliance goals, tracked workflows, and provided reports that contributed to achieving a 67% ahead-of-target performance for two consecutive quarters.
- Standardized and automated student performance data ingestion from multiple branches using Excel VBA, reducing processing time by 40% and ensuring consistency across regional reporting systems.
- 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%.
- Led the design and automation of 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%.
- Collaborated with the data processing, marketing, and operations teams to ensure data integrity and prevent potential data breaches to support secure and efficient decision-making across company databases using Excel and AWS.
- Designed interactive Excel and Power BI dashboards, monitoring standardized assessment reports, study material distribution, delay analysis and data validation; sustained 100% on-time delivery across 17 training batches.

Data Analyst | Jul 2016 – Jul 2018

Business Analyst | May 2015 – Jun 2016

Jamadar Bricks Mfg. Co. | Bharuch, India

Diagnosed manufacturing bottlenecks and transport inefficiencies for a large-scale brick firm, reducing delays by 25% through process optimizations.

- Built Excel-based dashboards to monitor logistics, workforce productivity, and inventory for 300+ vehicles driving up to 40% 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.

EDUCATION

Master of Science in Microbiology | Jun 2013 – Apr 2015

Maharaja Sayajirao University | Vadodara, India

Research Analytics | Genetic Engineering

- **Dissertation:** "Isolation and screening of anti-malarial compounds from marine derived microorganisms of Dias beach, GOA (affiliated to National Institute of Oceanography, Goa, India)"

Bachelor of Science in Medical Technology | Jun 2010 – Apr 2013

Veer Narmad South Gujarat University | Surat, India

Biostatistics | Instrumentation

- **Training:** Laboratory Technician (New Civil Hospital, Surat, India)
- **Research Assistant:** Environmental Effects on Small Town Planning (Dr. Anna Zimmer, University of Lausanne, Switzerland)