

SHGUFTA PATHAN

Business Analyst | Data Analyst

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PROFESSIONAL SUMMARY

Data analyst with experience in data management, processing, analysis and visualization across e-commerce, manufacturing, retail, and finance sectors. [Certified](#) in Google, Microsoft, and IBM programs via Coursera.

Key Achievements:

- Drove 44% revenue growth and a 22% increase in conversion rates in 18 months for an e-commerce client by integrating APIs for real-time data feeds.
- Headed a team of 16 members and recognized twice for precise documentation, cross-team collaboration, and ensuring data accuracy.
- Served 27+ clients, completed 40+ [projects](#) and maintained 19 [dashboards](#) to improve strategic decisions.

TECHNICAL SKILLS

- **Programming:** Python (Pandas, NumPy, Matplotlib, Seaborn, Streamlit, Scikit-learn, NLP), PySpark, Spark SQL
- **Databases & ETL:** MySQL, PostgreSQL, SQL Server (SSIS), Data Mapping, Profiling, Transformation, Classification, Modeling
- **Cloud & Warehousing:** AWS, Azure (DB, Data Factory, Synapse, Databricks), Snowflake
- **Visualization & Reporting:** Power BI, Tableau, Google Analytics, Excel, Dashboards, KPI Tracking, Report Automation, Stakeholder Reporting
- **Other Tools:** CRM (HubSpot, Salesforce)
- **ML & Analytics:** Statistical Analysis, Regression, Segmentation, Sentiment Analysis
- **Documentation & Analysis:** BRD, FRD, SRS, STTM, Use Cases, User Stories, Acceptance Criteria, Data Flow Diagrams, Process Mapping, Data Privacy & Security Compliance (HIPAA, GDPR, PII)
- **Project Knowledge:** SDLC, Agile, JIRA, Confluence

PROFESSIONAL EXPERIENCE

Data Analyst

08/2023 – Current

Websitevala – IT Solutions

Blackburn, UK

- Designed and deployed interactive Power BI and Tableau [dashboards](#) with Row-Level Security, enabling real-time KPI tracking and driving a 30% increase in sales and 17% reduction in attrition.
- Engineered scalable ETL workflows in Azure Data Factory and Databricks for ingestion, transformation, and cleansing of multisource CRM and operational data – improving reliability and reducing order delays by 15%.
- Automated data quality checks and fraud detection using Python, SQL, and Excel, flagging refund abuse, duplicate orders, and data mismatches – boosting detection accuracy and saving \$39,000 annually.
- Deployed a secure SQL Database using SSIS to consolidate customer data and applied Python NLP and RFM analysis for audience segmentation and feedback insights – enhancing engagement by 28% and improving KPI visibility.
- Integrated external APIs for real-time data ingestion, conducted analysis in Excel, and automated reporting in Power BI – driving a 44% increase in revenue and a 22% improvement in conversion rates over 18 months for an e-commerce client.
- Developed and maintained comprehensive system documentation (BRD, FRD, SRS, STTM) and mapped business processes and data flows to improve transparency, reduce integration errors, and support continuous system improvements.
- Performed SIT and UAT testing by executing test cases, logging defects, and refining acceptance criteria – reducing overall defect rate by 50%.
- Facilitated cross-functional meetings and workshops with business, vendors, and technical teams to gather requirements, validate solutions, and ensure timely project delivery.

Data Analyst / Head

02/2023 – 08/2023

Data Analyst / Coordinator

08/2018 – 01/2023

AESL- Aakash Educational Services Limited

Vadodara, India

- 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 Macros, 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%.
- Spearheaded a cross-platform data migration initiative, working with teams on cloud-based ingestion, profiling, and curation, ensuring consistent academic reporting.

Business Analyst

Jamadar Bricks Mfg. Co.

05/2015 – 07/2018

Bharuch, India

- Designed 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 managed digital logbooks to record contract milestones, employee shift data, bricks wastage and equipment usage, improving compliance and operational efficiency.
- Coordinated with vendors and staff to monitor contract terms, renewals, and performance metrics, helping ensure timely renewals and fewer supply delays.
- Collaborated with stakeholders to identify reporting gaps and implemented automated solutions that reduced manual effort, and improved order fulfillment accuracy by 23%.

PROJECTS

E- Commerce Data Analysis (Client Project)

- Developed Power BI dashboard tracking revenue, shipping KPIs, and customer behavior, enabling a 44% revenue increase over 18 months. ([Power BI](#))
- Applied RFM and K-Means clustering in Python to segment customers for retention campaigns & VADER sentiment analysis to classify customer reviews, uncovering key dissatisfaction drivers. ([Python](#))

Logistics - Shipments Delay & Return Analysis (Client Project)

- Conducted Exploratory Data Analysis (EDA) on 15K+ logistics records to uncover delay causes, return trends, and SLA breaches ([Python](#)); visualized KPIs and trends, enabling a 12% improvement in delivery efficiency. ([Power BI](#))

CERTIFICATIONS

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

EDUCATION

Master of Science – Microbiology | Maharaja Sayajirao University | Vadodara, India | 2015

Research Analytics | Genetic Engineering

Bachelor of Science - Medical Technology | Veer Narmad South Gujarat University | Surat, India | 2013

Biostatistics | Instrumentation