

Syed Muhammad Shoaib (Data Analyst/BI Analyst)

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SUMMARY

A certified Google Data Analyst with a passion for transforming raw data into strategic insights. I am a driven and constantly learning individual, eager to take on new challenges. My adaptable and flexible nature allows me to tackle various tasks effectively. I aim to leverage my Data Analysis skills to improve corporate performance and contribute to the success of cross-functional teams.

EDUCATION

Bahria University Karachi Campus (BUKC)
Bachelor in Software Engineering
CGPA: 3.56

Sept 2019 - July 2023

PROFESSIONAL EXPERIENCES

Keenu – Business Intelligence Analyst

May 2023 - Present

- Designed interactive and insightful dashboards in **Kibana** tailored for various merchants, effectively communicating metrics into clear narratives, fostering strategic discussions, driving informed decision-making, and Identifying customer purchase trends.
- Collaborated with cross-functional teams to identify key performance indicators (KPIs) and business metrics, for revenue analysis projects. Translated business requirements into actionable insights through advanced Elastic search queries and aggregations.
- Created **ETL** pipelines, handling and transforming large-scale transactional data of over **10 million** records, contributing to an improvement in data management efficiency and system enhancements.
- Implemented data partitioning, indexing, and optimization techniques, improving query performance by **40%** and scalability of data warehouse solutions, enabling faster decision-making.
- Developed and implemented strategic plans that optimized resource allocation and automated **80%** of workflow processes using Python scripts, reducing manual intervention and increasing efficiency by **25%**.
- Developed a comprehensive Performance Dashboard in **Power BI** to track and assess region-wise targets and individual officer performance. Implemented Row-Level Security (**RLS**) to ensure data confidentiality, leading to a **50%** improvement in overall officer performance by facilitating targeted evaluations across regions

Fiverr – Data Analyst

May 2022 – May 2023

- Delivered data analysis services to clients across **15+ countries**—including Saudi Arabia, UAE, Switzerland, USA, India, Singapore, Denmark, Ireland, Pakistan, Bahamas, Chile, and the UK—driving global data-driven decision-making.
- Expertise in **Power BI, SQL, and Excel**, with a proven track record of creating dynamic **dashboards** and reports that cater to diverse business needs.
- Developed a range of customized dashboards, including Financial, Sales, SEO, Thesis Work, logistics, Marketing, and Construction Company Dashboards, meticulously aligned with client objectives, resulting in a **70%** improvement in business performance and an increase in operational efficiency.
- Drafted clear and comprehensive technical documents, allowing the team to implement processes flawlessly, and effortlessly.
- Performed and executed detailed trend analysis, covering **85%** of critical business functions through comprehensive data insights, enabling better forecasting and decision-making.
- Collaborated closely with clients to deliver actionable insights, boosting data-driven decisions and achieving a **100%** client satisfaction rate through high-quality deliverables.

Squarera (A Data Pillar Company) – Business Intelligence Analyst Intern

Aug 2022 – Dec 2022

- Developed comprehensive Financial dashboards using **Power BI** with a large Dataset of over **50k** records, utilizing a range of analytical techniques to extract key metrics, analyze business requirements, and transform data into actionable insights.
- Performed Sales and SEO data analysis to create Power BI dashboards, providing an overview of key performance and resulting in a **20%** increase in organic search traffic, conducted comprehensive SEO data analysis to optimize website content
- Designed **SSIS** packages and data transformation services connecting **ETL** pipelines.
- Analyzed performance with DAX-calculated fields to calculate key business KPIs
- Created design and specification documents including **SOPs**, Analysis Reports, and Client Relation Strategies

CERTIFICATIONS

Google Certified Data Analyst

Coursera (June 2022 – Jan 2023)

Data Analytics and Business Intelligence

Digi Skills (Aug 2022 - Oct 2022)

Data Science Course

Jawan Pakistan (Nov 2021 - July 2022)

Data Analysis using Python

10 Pearls (Aug 2022)

Data Analytics Consulting Virtual Intern

KPMG (Feb 2022 - Mar 2022)

SKILLS AND INTERESTS

- Power BI, SQL, SSIS, SSRS, Python, ELK Stack (Elastic search, Log stash, Kibana), Microsoft Excel, Google Sheets, Data Modeling, Data Warehousing, Machine Learning Models, Linux