



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.
- Designed and optimized complex **SQL** queries for data extraction, transformation, and analysis, improving reporting efficiency and enabling data-driven decision-making
- 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** and Bash 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

Feb 2022 – May 2023

- Delivered data analysis services to clients across Different Countries—including Saudi Arabia, UAE, Switzerland, USA, India, Singapore, Denmark, Ireland, Pakistan, Bahamas, Chile, Netherlands, UK and Others—driving global data-driven decision-making.
- Providing expert **Data Consultancy** and Data Management services worldwide, leveraging **Power BI, SQL, Excel, Python**, and Elastic search to transform raw data into actionable insights for businesses across industries
- 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), Snowflake, Tableau, Microsoft Excel, Google Sheets, Requirement Gathering, Data Modeling, Data Warehousing, Data Marting, Machine Learning Models, Linux