Syed Muhammad Shoaib

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My Portfolio: https://shah-1510.github.io/Portfolio/   https://www.behance.net/smshoaibshah

Professional 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. My aim is to leverage my Data Analysis skills to improve corporate performance and contribute to the success of cross-functional teams.

Education

- **Bachelor in Software Engineering**   2019 – 2023
  Bahria University Karachi   CGPA – 3.56

Work Experience

- **Business Intelligence Analyst**   **2 May 2023 – Present**
  Wemsol Pvt. Ltd (KEENU)
  - Design interactive and insightful dashboards tailored for various merchants, effectively communicating the metrics into clear narratives, fostering strategic discussions and informed decision-making, and helping in finding customer purchase patterns and trends.
  - Collaborated with cross-functional teams to identify key performance indicators (KPIs) and business metrics, translating business requirements into actionable insights through advanced Elastic search queries and aggregations.
  - Creation of ETL Pipelines, handling and transforming large-scale Transactional data of over one million records, contributing to streamlined data management & enhancements
  - Implemented data partitioning, indexing, and optimization techniques to improve query performance and scalability of data warehouse solutions, enabling faster decision-making
  - Developed and implemented strategic plans to optimize resource allocation and automate workflow processes using Python Scripts, which reduced manual intervention

- **Business Intelligence Analyst**   **Aug 2022 – Dec 2022**
  Intern at Squarera (A Data Pillar Company)
  - Developed comprehensive Financial dashboards using Power BI using a large Dataset, utilizing a range of analytical techniques to extract key metrics, analyze business requirements, and transform data into actionable insights.
  - Applied sales, and SEO data analysis to create Power BI dashboards, providing an overview of key performance by Conducting comprehensive SEO data analysis to optimize website content, resulting in a 20% increase in organic search traffic.
  - Designed SSIS packages, and data transformation services connecting ETL pipelines and Analyzed performance with DAX-calculated fields to calculate the key business KPIs.
  - Creation of design and specification documents including comprehended SOPs, Analysis Reports, and Client Relation Strategies, and Analyzing and implementing BI Solutions by maintaining Dashboards to ensure consistent delivery of information.

Skills

- Power BI, SQL, SSIS, SSAS, SSRS, Data Modeling, Python, Linux, Microsoft Excel, Spreadsheets, DAX, ELK Stack, Data Warehousing, Data Querying, , Data Analysis, Requirement Gathering

Certifications

- Google certified Data Analyst| **Coursera** | June - Jan, 2023
- Data Analytics & Business Intelligence | Digi Skills | Aug - Oct, 2022
- Data Analysis Using Python | 10 Pearls University | Aug, 2022
- Data Science Course | Jawan Pakistan | Nov 2021 - July, 2022
- Data Analytics Consulting Virtual Intern | KPMG | Feb - Mar, 2022

Interest

- **Data Analyst**   **BI Analyst / Power BI Developer**