Syed Muhammad Shoaib (Data Analyst/BI Analyst)

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SUMMARY

A certified Google Data Analyst with 3+ years of experience in the Fintech and IT industries, delivering data-driven solutions for strategic insights. Proficient in Power BI, Power Automate, SQL, Python, Snowflake, ELK Stack, SSIS, SSRS, and Excel. Skilled in data modeling, ETL Processes, Data Warehousing, Data Marting, and developing insightful dashboards and reports. I strive to apply my data analysis expertise to transform complex datasets into practical and impactful business solutions

EDUCATION

Bahria University Karachi Campus (BUKC)   Sept 2019 - July 2023
Bachelor's in Software Engineering   CGPA: 3.56

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 complete workflow processes using **Python** and **Bash scripts**, reducing manual intervention and increasing reporting efficiency by **95%**
- Developed a comprehensive Performance Dashboard for C-Level 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
- Designed and configured **Power Automate** workflows to refresh Power BI datasets, trigger email alerts, and streamline processes for report sharing and data access directly from dashboards, ensuring timely insights with accurate detection

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, Project Management, Construction Company, Data Governance, Cyber Security, etc., meticulously aligned with client objectives, resulting in a **70%** improvement in business performance and an increase in operational efficiency.
- Drafted clear and comprehensive **documentation**, including user guides and dashboard specifications, ensuring smooth knowledge transfer, easy maintenance, and enabling clients to navigate and leverage dashboards independently for informed decision-making.
- 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, UATs, and Client Relationship 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, Power Automate, SQL, SSIS, SSRS, ELK Stack (Elastic search, Logstash, Kibana), Snowflake, Tableau, Microsoft Excel, Google Sheets, Requirement Gathering, Data Modeling, Data Warehousing, Data Marting, Machine Learning Models, Linux, Batch Scripting, Python (Numpy, Pandas, Matplotlib)