Syed Muhammad Shoaib

Data Analyst/Business Intelligence Analyst

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 a wide range of tasks effectively. My Objective is to leverage my Data Analysis skills to improve corporate performance and contribute to the success of cross-functional teams

Contact

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Linked In
https://www.linkedin.com/in/syed-muhammad-shoaib/

Portfolio
https://shah-1510.github.io/Portfolio/

Behance
https://www.behance.net/smshoaibshah

GitHub
https://github.com/Shah-1510

Education

2019 – 2023
Bachelors in Software Engineering
Bahria University Karachi
CGPA – 3.56

Skills

- Power BI
- SQL
- Microsoft Excel
- ELK Stack
- Linux
- Python
- C#
- Data Warehouse
- Data Querying
- Machine Learning
- Big Data
- Draw.io

Experience

Business Intelligence Analyst
Keenu
May 2023 – Present

- Design interactive and insightful dashboards tailored for various merchants, effectively communicating the metrics into clear narratives, fostering strategic discussions and informed decision-making.
- Collaborated with cross-functional teams to identify key performance indicators (KPIs) and business metrics, translating business requirements into actionable insights through advanced Elasticsearch queries and aggregations.
- Creation of ETL Pipelines, handling and transforming large-scale Transactional data collection 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 insights and decision-making
- Developed and implemented a strategic plans to optimize resource allocation and automate workflow processes using Python Scripts, which reducing manual intervention

Business Intelligence Analyst Intern
Squarera (A Data Pillar Company)
August 2022 – December 2022

- Utilized Power BI to design and develop comprehensive dashboards, employing a range of analytical techniques to extract key metrics, analyze business requirements, and transform data into actionable insights.
- Played a key role in developing KPI's for sales, SEO data and financial data and develop comprehensive Power BI dashboards, empowering stakeholders with a holistic view of key performance metrics. Leveraged in-depth SEO analysis to optimize website content, resulting in a remarkable 20% surge in organic search traffic while playing a pivotal role in analyzing and developing financial KPIs, thus providing invaluable insights for informed decision-making and Financial understanding.
- Demonstrated proficiency in creating and maintaining documentation using Confluence and developed relational queries SQL for different Data Mapping work.
- Oversaw project management activities, including Jira ticket management, requirements gathering, and documentation of project reports, ensuring timely completion and delivery of projects within scope and timeline.

Certifications

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