



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)
Bachelor's in Software Engineering

Sept 2019 - July 2023
CGPA: 3.56

PROFESSIONAL EXPERIENCES

Keenu – Business Intelligence Analyst

May 2023 - Present

- Developed a comprehensive Performance **Dashboard** for C-Level in **Power BI** to monitor Keenu's data portfolio, along with dedicated dashboards for officer performance, YOY analysis, case tracking, etc., leading to a 50% improvement in overall officer performance by facilitating targeted evaluations across regions.
- Designed and implemented **automated ETL pipelines** and backend systems using **Power BI Dataflows, PowerShell, and Bash scripting**, reducing manual intervention and boosting reporting efficiency **by 95%**
- Collaborated with cross-functional teams to identify key performance indicators and **business metrics** for Financial Payment Systems. Translated business requirements into **data models** and **visual reports**
- Designed and optimized complex **SQL** queries for data extraction, utilized **DAX** to create calculated measures, and leveraged **Power Query** for advanced data transformation in Power BI
- Created **ETL** pipelines in **Logstash**, handling and transforming large-scale transactional data of over **10 million** records into **Elastic Search**, enhancing data integrity and management efficiency
- Integrated **Power Automate** with Power BI to schedule dataset refreshes, automate email **alerts**, and streamline report distribution workflows
- Designed interactive and insightful **dashboards** in **Kibana** tailored for various merchants, effectively communicating metrics into clear narratives, using **Transactional Data, Loyalty Management, Discount Management, and Wallet Data**. fostering strategic discussions, driving informed decision-making, and identifying customer purchase trends.
- Implemented data partitioning, **indexing**, and optimization techniques, improving **query performance** by **40%** and scalability of **Data Warehouse** and **Data Mart** solutions, enabling faster Data access and decision-making.

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 Kibana** 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
- Compiled, cleaned, and transformed data from **diverse sources**, including Excel, CSV, SQL, APIs, Oracle, SharePoint, OneDrive, OData, and other internal/external systems and data sources
- 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
- Developed and deployed **SSIS** packages and data transformation workflows to support end-to-end ETL pipelines, including the creation of OLAP cubes for multidimensional data analysis.
- Utilized **DAX** to create calculated measures and leveraged **Power Query** for advanced data transformation in Power BI
- 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 Query, Dax), 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 etc.)