Shahla Liaquat
DATA ANALYST

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[LinkedIn](#) | [Portfolio](#) | [Power BI](#) | [GitHub](#)

SUMMARY

Ready to infuse dynamic data-driven organizations with my unique expertise and analytical prowess. Detail-oriented problem-solver adept at leveraging Microsoft Excel, SQL, and data visualization tools. Eager to embark on a new journey as a data analyst, driven by a relentless passion for learning and growth.

SKILLS

Programming Languages | SQL, Python

Data Analysis and Visualizations | Power BI, Excel, Google sheets, Statistical Analysis, Data Manipulation

Databases | MySQL, PostgreSQL, Big Query

Soft Skills | Attention to Details, Collaboration, Critical Thinking, Excellent communication, Presentation

PROFESSIONAL EXPERIENCE

Market Researcher| Freelancer| Remote | **October 2023 – Present**

- Conducted in-depth market research and analysis, identifying trends and opportunities in industries.
- Designed and analyzed surveys, gathering insights from 1,000+ respondents.
- Utilized Excel for data analysis, leading to a 20% increase in product sales through targeted marketing.
- Conducted focus groups and interviews, improving market segmentation and targeting.
- Achieved a 15% reduction in project turnaround time through streamlined processes.

Data Analyst Intern | TATA Group | Remote | **June 2023 – August 2023**

- Utilized Excel to analyze sales data, model product research, and identify market trends resulting in a 10% increase in annual revenue.
- Communicated with new manufacturers to predict data-driven insights, saving over $5k in quarterly revenue.
- Lead a team of 4 employees in collecting financial data, identified growth opportunities, and implemented analytical strategies, which boosted sales through validated marketing campaigns by 20%.

Financial Analyst |High Energy Physics | On-site | **October 2022 – June 2024**

- Analyzed financial data from 1,200+ transactions, identifying cost-saving opportunities. Developed financial models using Excel and Python, improving forecasting accuracy by 15%.
- Conducted market research, boosting portfolio performance by 25%.Created reports and dashboards with Power BI for senior management.
- Collaborated with teams to integrate financial insights into strategies. Identified and resolved $500,000 in discrepancies through variance analysis. Reduced reporting time by 20% with new data processes.

DATA ANALYTICS PROJECTS

- [Healthcare Data Analysis](#) **| MYSQL |** Conducted a healthcare analysis on International Japanese student data, delving deep into the stay of the students and impact of its mental health issues. Shedding light on the educational policies in advancing educational progress worldwide.
- [HR Data Analysis](#) **| Python |** Analyzed HR data to identify key factors influencing employee attrition. Key Insights are 16.12% attrition rate, higher male attrition, strong correlations income and tenure: 0.77. Recommendations included competitive compensation and flexible work options.
- [Car Performance Data Analysis](#) **| Power BI |** Explored 400+ cars performance datasets, assessing key factors Such as fuel efficiency & horsepower of cars.
- [E- commerce Data Analysis](#) **| Excel , Power BI |** Designed a Power BI dashboard to Analyzed E commerce sales Analysis find total sales , total profit and category trends of the product in regions . Find marketing trends using VLOOKUPs and Pivot Tables. Employed various chart visualizations to effectively communicate findings.

EDUCATION AND CERTIFICATES

- Islamia University – Bachelor's degree of Science in Physics
- Certificates: [Google Data Analytics Professional](#), [Google Business Intelligence Professional](#) , [Datacamp SQL](#), [Macquarie University Excel](#)