Sheik Shameem

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WORK EXPERIENCE

Kraft Heinz Amsterdam, The Netherlands

Data Analyst Intern – Drinks and Brunch Category Sep 2022 – Mar 2023

- Leveraged **data mining** and **cleansing techniques** to identify trends and derive valuable insights for **10** brands.
- Implemented **statistical analysis** and **visualizations** and created around **30 dashboards** and **ad-hoc reports**.
- Collaborated with many internal and external **stakeholders** for process improvement.
- Analysed sales data for the drinks team to identify prospects, resulting in a **16%** increase in sales performance.
- Streamlined promo planning process through data analysis, resulting in a **21%** improvement in efficiency.

Nyenrode Business University Utrecht, The Netherlands

Teaching & Research Assistant July 2022 – Feb 2023

- Created highly interactive course content for **Python** and **SQL** courses, incorporating real-world examples, resulting in a **50%** increase in student performance and a **33%** increase in positive course feedback.
- Orchestrated the planning of the Global immersion programme to **South Korea**, including cultural activities, industry visits, and networking events, resulting in a **27%** increase in student engagement.

Rane Group Chennai, India

Production data Analyst – Steering Systems June 2020 – May 2021

- Analysed **production data** for manual steering gears, identifying process bottlenecks and suggesting improvements that led to a **10%** increase in **production efficiency**.
- Conducted in-depth data analysis on steering linkages, resulting in a **15%** reduction in **manufacturing defects**.
- Executed **statistical modelling** to optimise quality control for suspension components, ensuring compliance with industry standards and a **12%** decrease in quality-related issues.
- Collaborated with engineering teams, quality control and suppliers to optimise production processes.
- Produced more than **50 reports** highlighting KPIs to aid senior management in making **strategic decisions.**

EDUCATION

Nyenrode Business University Jan 2022 – May 2023

Master of Science in Management: Digital Business and Innovation
Courses: Business Analytics, Digital marketing, Digital Transformation, Big data, Risk management

SP Jain Institute of Management and Research June 2021 – Dec 2021

Global Management Programme
Courses: Corporate Finance, Quantitative modelling, AI-ML, R studio, Business spreadsheet modelling

PSG College of Technology June 2016 – Apr 2020

Bachelor of engineering: Automobile Engineering

PROJECTS

APAC region market entry strategy for ID – Cloud | Nedap Retail June 2022 – Aug 2022

- Implemented **market research** to make a comprehensive buyer persona and identified KPIs through in-depth market analysis, that drove a **20%** increase in customer acquisition.
- Conducted in-depth **data analysis** of social media metrics, which decreased the bounce rates by **12%.**

Analysis of Export, Import and Manufacturing of India using R Programming| SPJIMR Oct 2021 – Nov 2021

- Performed **visualization** in **R** for **exploratory analysis** of Export and Imports data, showcasing historical performance based on HS Code and Country level data.
- Identified the relationship between Exports, Imports, and Manufacturing with FDI, Trade Deficit, and Tourism of India, using visualization on a year-to-year basis and conducting **Multiple Linear Regression**.
- Applied the results to make informed decisions by **predicting** the growth in Imports and Exports.

SKILLS

Technical skills: Microsoft Office Suite, SQL, Tableau, SPSS, Google Analytics, C, Python, R, Power BI
Business skills: Relationship management, Design thinking, Business communication, Event management

CERTIFICATIONS

Python – Michigan University | Power BI Specialist – LinkedIn | Scrum Advanced – LinkedIn | Google Analytics – Google

ORGANISATIONS

PSG Entrepreneurs club (**Vice chair**) | Make A Difference - NGO (**Volunteer**) | Team 21 Dance Team (**Team lead**)
Nyenrode Media & Publications club (**Commissioner**) | Nieuwe Compagnie van Verre (**Member**)