SIED HAMID

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LinkedIn | GitHub | Portfolio

SUMMARY

Analytical and detail-oriented Junior Data Analyst with strong hands-on, project-based experience across the full data analysis lifecycle, including transforming dirty data into clean, analysis-ready datasets; preparing data for exploration; analysing results; and supporting data-driven decision-making. Well-versed in SQL (PostgreSQL), Excel, and Power BI, supported by a Bachelor's degree in Accounting & Finance and the Google Data Analytics Professional Certificate. Experienced in analysing UK retail and e-commerce datasets, building KPIs, and delivering automated dashboards that translate data into actionable business insights. Motivated to apply analytical skills to contribute meaningfully and support organisational growth and long-term success.

DATA ANALYTICS SKILLS

- Data cleaning and preparation (dirty-to-clean datasets)
- Data exploration and analytical reasoning
- KPI development and performance analysis
- Trend analysis (MoM, YoY)
- Business-focused insight generation and decision support

TOOLS & TECHNOLOGIES

- SQL (PostgreSQL): joins, aggregations, filtering, CTEs, window functions
- Microsoft Excel: Pivot Tables, charts, Power Query, KPI reporting
- Power BI: data modelling, DAX fundamentals, interactive dashboards
- Workflow & version control: VS Code, GitHub

PROJECTS

UK Retail Sales Performance Analysis | SQL (PostgreSQL)
- Analysed UK retail transaction data to evaluate sales, product, store, and regional performance
- Built analytical SQL queries using joins, aggregations, CTEs, and window functions
- Developed KPIs including total revenue, units sold, average transaction value, and MoM growth
- Identified high-volume, low-revenue products, highlighting potential pricing inefficiencies
- Uncovered revenue trends and seasonal patterns to support data-driven recommendations

E-commerce Sales & KPI Dashboard | Excel, Power BI
- Cleaned and transformed raw e-commerce datasets for reporting and analysis
- Built Power BI dashboards tracking revenue, orders, customer behaviour, and performance trends
- Communicated insights clearly through visual dashboards for non-technical audiences

EDUCATION

- Bachelor's Degree in Accounting & Finance – Microlink College (November 2019)
- Certificate in International Language & Literature (January 2020)

CERTIFICATION

- Google Data Analytics Professional Certificate – Google

LANGUAGES

Tigrigna – Native / Bilingual | Amharic – Native / Bilingual | English – Full Professional Proficiency | Chinese – Limited Working Proficiency