Sukhman S

Msc in Business Analytics (UOB) | SQL| Python |Tableau| Power BI | 2 YOE | Business and Data Analyst
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Professional Summarys

Results-driven Data Analyst with two years' experience leading strategic business consultations for projects totalling $110 million. Recognised for streamlining operations through tailored strategies, earning **two Delivery Excellence Awards** in 2 years. Skilled in using Analysis & Insight Generation, Dashboard Development, and cross-functional collaboration to drive measurable impact.

Professional Skills

Functional Competencies: Data Analysis & Interpretation | Statistical Modeling & Hypothesis Testing | Predictive & Prescriptive Analytics | Data Visualization & Storytelling | Business Intelligence & Reporting | ETL Processes & Data Cleaning | Dashboard Development & Automation | KPI Development & Performance Tracking | Big Data Management | Experiment Design & A/B Testing | Competitive & Market Analysis | Process Mapping & Optimization | Web Scraping & Data Collection | Problem Solving & Critical Thinking | Collaboration with Cross-functional Teams

Technical Tools: SQL | Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn) | Tableau | Power BI | R | Advanced Excel (Power Query, Pivot Tables, VBA) | SPSS | Minitab | Data APIs | JIRA | Confluence | Microsoft Project | Word | PowerPoint | App Store Analytics Tools | Slack | Microsoft Teams | Zoom

Work Experience

Data Analyst Intern | L.E.K. Consulting, United Kingdom   **April 2024 - September 2024**

- Cleaned and transformed 50K+ rows of raw data using SQL and Excel, increasing deliverable accuracy by 20% for client reports.
- Built 6 Tableau and Power BI dashboards to visualise market trends, enabling 10+ strategic recommendations for healthcare and retail clients.
- Conducted competitive and financial analysis in Python across 25+ companies, identifying £12M revenue growth opportunities for clients.
- Partnered with 4 cross-functional teams to translate business requirements into analytical solutions, shaping 3 market entry and pricing strategies.
- Streamlined recurring reporting by automating quality checks, reducing manual processing time by 30% and ensuring data consistency.

Business and Data Analyst | Oliver Wyman   **August 2021-July 2023**

- Identified key customer behavior trends by analyzing 10M+ records using SQL and Python, enabling a 15% increase in campaign ROI through data-driven targeting.
- Designed and automated 20+ interactive dashboards in Tableau and Power BI, reducing reporting time by 40% and improving decision-making for senior stakeholders.
- Partnered with cross-functional teams to define and monitor 30+ KPIs, creating ad hoc reports, streamlining performance tracking and aligning initiatives with business goals using Excel and Looker.
- Improved forecast accuracy by 25% through A/B testing and regression analysis in R, supporting product optimization and strategic planning.
- Validated and maintained data pipelines across AWS and GCP, ensuring 99.9% data integrity and enabling reliable insights for analytics and reporting.

Project

- **Data Visualization for the NHS**: Built two Tableau dashboards by integrating messy datasets using calculated fields. These visualisations supported decisions on healthcare resource allocation, funding, and infrastructure planning.
- **Pizza Sale Analysis Dashboard (SQL and Excel)**: Turned raw sales data into a dynamic dashboard to reveal revenue trends, order patterns, and top-selling items—enabling smarter business decisions.
- **Applied Analytics for Operations, Supply Chain, and Management**: Analysed year-long financial data, using interpolation and moving averages to close data gaps. Achieved 90% forecast accuracy, cut stockouts by 15%, and improved inventory planning.
- **Customer Segmentation and Sales Performance Analysis of Superstore Data**: Used SPSS and Tableau to analyse Superstore sales. Applied descriptive statistics, T-tests, clustering, and factor analysis to guide strategy on marketing and product focus.
- **Created a workflow for the self checkout terminal:** Created a detailed flowchart in Pencil, mapping user journeys and edge cases. Feedback-driven revisions improved stakeholder understanding and helped shape UX design decisions.

Education

Master's in Business Analytics, University of Birmingham

Highlight: Took extra modules in predictive modelling, business case analysis, and technical tools including SQL, Python, Power BI, and Tableau.

Bachelor's in Business Administration (Major: Marketing), Doon Business School

Highlight: Focused on Marketing, Finance, and Accounting. Completed additional modules in Digital Marketing and Project Management.

Courses and Certifications

(Link)

Key Reward and Recognitions

- **Revenue Growth Leader:** Drove a 25% increase in overall sales through customer behaviour analysis using SQL and Python. Earned 'Performance Excellence' recognition.
- **Supply Chain Streamlining:** Improved procurement workflows, cutting delivery delays by 25%.
- **Customer Insights Dashboard:** Praised for designing a dashboard that boosted targeting accuracy and repeat purchase rates by 15%.
- **Data-Driven Decision Making:** Introduced visual KPIs that helped management make faster, evidence-based decisions.
- **Predictive Analytics Contributor:** Applied machine learning and statistical modelling to forecast demand and trends, improving planning accuracy.
- **Process Automation Lead:** Automated inventory tracking, reducing human error by over 30% and freeing up team resources.
- **Market Expansion Analyst:** Supported entry into two new cities through data modelling and feasibility studies.