

BUSINESS DATA ANALYST

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TECHNICAL SKILLS

Analytical Tools: Tableau, Power BI, SAP Business Objects, Burpsuite, SAP Lumira, Advance Excel

Software's: Toad, SSIS, MS Project, JIRA, Machine Learning, Selenium

Programming Languages: PYTHON, SQL, Apache Hive – HQL, HTML, CSS, Postgres SQL

Database: Big Data Environment – Hadoop System, SAP S/4 HANA, Microsoft SQL Server, RDBMS

BUSINESS EXPERIENCE WITMER HEALTH TECHNOLOGIES

APRIL 2023 – Current

Data Analyst - Analytics Business Insights

- Developed SQL queries to extract and analyse data from various sources, successfully identifying key performance indicators that led to a 10% improvement in customer retention strategies.
- Designed and maintained Power BI dashboards to visualize sales trends and performance metrics, enabling real-time decision-making and reporting for management teams.
- Conducted in-depth analysis of transactional data using SQL, uncovering insights that resulted in a 5% reduction in operational costs through process optimization.
- Collaborated with business stakeholders to understand their data needs and created custom Power BI reports and dashboards that provided clarity on customer demographics and purchase behavior.
- Designed dynamic Power BI dashboards to present game performance analytics and user progression, providing the development team with real-time feedback to optimize game difficulty and learning curves.
- Automated the extraction, transformation, and loading (ETL) processes using SQL and Python scripts, streamlining data workflows and enabling real-time analysis of user interactions.
- Experienced in data modelling, database management, and utilizing software for data analysis.
- Experience leading and executing system test plans, ensuring integration of client requirements.
- Contributed to cross-functional team meetings, delivering on project objectives and requirements documentation.
- Developed and maintained comprehensive monthly sales and operations reports, delineating growth and performance analysis across regions, product categories, and sales channels for executive review.
- Executed daily, weekly, and quarterly MIS reporting, encompassing target versus achievement analysis, aiding in strategic decision-making and performance assessments.
- Orchestrated the S&OP dashboard facilitating real-time tracking of inventory, sales, production, and brand performance, including summaries of top and bottom records.
- Pioneered the automation of ETL processes using advanced SQL and Python scripts, which led to a 10% improvement in data reporting efficiency.
- Expert in the development and optimization of data pipelines using DBT (Data Build Tool) and Python within a Snowflake cloud data platform environment, ensuring scalable and maintainable data workflows.
- Proficient in applying Data Vault modeling methodology to maintain data integrity and achieve robust data modeling standards.
- Skilled in utilizing Docker for consistent deployment across various environments, enhancing reproducibility and reliability of data applications.
- Experience with Kafka for real-time data streaming and processing, enabling the capture and analysis of live data feeds for instant insights.

COGNITOVE PLATFORM SOLUTIONS.

(I) SQL Data Analyst – Client, IIT MADRAS

SEP 2021 – APR 2023

- Developed ETL Mappings using Postgres SQL to extract the data from unstructured data and transformed it to the Staging area, EDW and then to the Data Marts (OLAP DB) for approximately 10,000 record.
- Designed, implemented, and maintained Power BI dashboards to monitor key institutional metrics, such as enrollment rates, course completion, and faculty performance.
- Designed 167 SQL QA queries from source to target tables based on transformation rules and lookup tables comparing business and production data with efficiency of 99%.
- Analyzed dataset in MS Excel and collaborated with Automation, Finance, Accounting, and IT Operations to gather and prioritize their business requirements for IIT Madras Purchasing and Sales order system.
- Enhanced data visualization capabilities by designing and deploying interactive dashboards using Power BI, providing stakeholders with real-time insights into market trends, operational performance, and customer behaviour analytics.
- Conducted regular data audits to ensure the integrity and accuracy of the institution's student information system, safeguarding the reliability of internal and external reporting.
- Documented success in designing business processes to enhance efficiency.
- Proven track record of formulating business recommendations based on detailed data analysis.
- Executed a data quality initiative that ensured the integrity of student data, driving a 15% improvement in data accuracy for reporting purposes.
- Developed visual data presentations, including charts and graphs, to succinctly communicate key business insights to senior management, contributing to informed decision-making processes.

EDUCATION

Anna University.

APRIL 2020

B.E., Mechanical Engineering

ACADEMIC PROJECT Cloud Technologies, Cloud Computing (AWS)

AUG 2021 – Present

- Using AWS Cloud formation building a public cloud including a production Webserver.
- Simulating an Internet invasion into the webserver, compromising the EC2 instance.
- Integrating AWS cloud security services for automatically notifying security team via email to take actions.

Mobile Application for Bank, Agile Project Management

June 2022 – July 2022

- Developed a Scrum project by building Project Charter, Product Backlog, Product Release Plan, Sprint Planning, implementing in JIRA and CONFLUENCE and preparing Gantt Chart in MS Project for each Activity.

Airbnb Data Analysis, Business Analytics with SAS

Aug 2023– Dec 2023

- Implementation of data mining techniques to gain insights in business, helping Airbnb to rise in the market.
- Built Models using Decision tree, Neural Networks, Logistic Regression to analyze KPI's behind the determination of price of a room for the new hosts and predicted about 19% profit.

Statistical Analysis using EXCEL

Aug 2022– Sept 2022

- Evaluated sample data set using outlier analysis, box-plots, V-lookup, Chi-square, Normal and T-Distribution.

CERTIFICATIONS

Data Analyst Certification

- Issuing Organization: Able Jobs
- Completion Date: 6/2022
- Skills Acquired: Proficiency in SQL, Adv Excel, and Tableau, Machine Learning
- Improved data interpretation and analysis skills, leading to actionable insights for decision-making.

