**Zain ul Hassan**

[Portfolio](https://www.storydoc.com/a40816f56fb0fe59f51c0b50e2c0ce16/45f18aa9-34b7-4dc8-8707-06242d756de4/65e22d4d1d82d2000c7c0335) zainaltaf23@gmail.com (92) 311 6584588  [Linkedin](https://www.linkedin.com/in/zain-ul-hassan-/)

# SUMMARY Data analytics expert with 3.5 years' proficiency in Python, SQL and Power BI. Successfully saved $3.7M annually through logistics optimization, achieving a 12% reduction in costs. Spearheaded BI dashboard development, enhancing forecasting accuracy by 7%, and mentored 100+ individuals on Power BI

# EDUCATION

* Master of Science: Business Analytics, FAST (AUG 2022 – MAY 2024, Lahore, Pakistan)
* Bachelor of Engineering: Mechanical Engineering, NUST (SEP 2016 – SEP 2020, Islamabad, Pakistan)

# EXPERIENCE

**Alibaba-Daraz Group – *Regional Data Analyst- Strategy & Planning* JUL 2023 – Present**

* Implemented streamlined operations for South Asian countries (Sri Lanka, Myanmar, Pakistan, Bangladesh, and Nepal) through the automation of simulation models, resulting in daily time savings of 5-6 hours and a remarkable boost in productivity.
* Spearheaded the development of a Business Intelligence (BI) dashboard, achieving a commendable 7% enhancement in accuracy and operational efficiency.
* Executed an in-depth analysis of vehicle utilization, culminating in a notable 12% reduction in logistics costs, equating to an impressive $2.5 million in annual savings across the region.
* Optimized Courier efficiency by strategically optimizing staffing, yielding substantial savings of $1.2 million and a remarkable 17% increase in employee productivity.
* Proactively provided continuous SQL queries and ad-hocs to stakeholders, facilitating data-driven decisions, and resulting in a substantial 10% overall improvement in operational effectiveness across the South Asian region.
* Utilized A/B testing to optimize the shipping rate card at Alibaba-Daraz Group, resulting in a remarkable 10% increase in the recovery rate.

**MedznMore – *Senior Performance Analyst* OCT 2022 – JUN 2023**

* Streamlined the development of B2C Operational Processes from Scratch, yielding a notable improvement in the customer experience.
* Orchestrated the design and implementation of the Operations Dashboard across the Country, catalyzing teams to achieve KPI targets from 85% to 95%.
* Accelerated the GMV by an impressive 10% within three months through meticulously derived customer campaigns.
* Engineered SQL Queries on Redash for the operation team, ensuring comprehensive visibility of KPIs across all operational facets.
* Innovated and crafted Playbooks for B2B, B2C, Inbounding, and Central Warehouse Operations, standardizing procedures for enhanced efficiency.
* Developed a Customer Insights Dashboard, driving a significant 13.5% improvement in Customer Retention on a quarterly basis.
* Executed a detailed Delivery Fee analysis, effectively covering 10% of Logistic Costs through strategic adjustments in the fee structure.

**Foodpanda - *(DeliveryHero) –Associate Operations Analyst* DEC 2021 – OCT 2022**

* Orchestrated the development of BI Dashboards across Region, enhancing visibility on key operational metrics to drive informed decision-making.
* Achieved a remarkable 25% improvement in NPS, eliminated Partial Fulfillment, and slashed SKU defect rates by 50%, leading to enhanced customer satisfaction and operational efficiency.
* Implemented chiller usage optimization strategies, resulting in annual savings of Rs. 31 million in OPEX and Rs. 15 million in CAPEX, while reducing electricity costs by 30%.
* Conducted cohort analysis on customer retention and successfully launched targeted campaigns, resulting in a significant 20% increase in retention rates.
* Strategically optimized warehouse layouts based on seasonality to ensure the efficient placement of fast and slow-moving goods, optimizing inventory management and maximizing operational efficiency.

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**Airlift Express – *Operations Analyst* OCT 2020 – NOV 2021**

* Identified and addressed gaps in technological products and processes across Inventory Management, Demand Management, and Supplier Management functions, covering 8000+ SKUs.
* Utilized Power BI to create dashboards for enhanced visibility of operations performance metrics, facilitating strategic decisions for Grocery Dark stores Cost Optimization by 10%.

# CERTIFICATIONS

* Data Analyst with SQL, Datacamp
* Exploratory Data Analysis, Datacamp

# SKILLS

* Data Visualization • SQL • Cost Analysis • Python • Planning Budgeting & Forecasting • A/B Testing • ETL