Ansab Arfan Miana

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Professional Summary

Results-driven Data and Business Operations Analyst with around 3 years of experience leveraging data to drive operational efficiency, cost optimization, and strategic decision-making. Proficient in SQL, Python (pandas), and Power BI for developing interactive dashboards, automating workflows, and conducting advanced data. Demonstrated success in improving key Business KPIs. Skilled in cross-functional collaboration, stakeholder engagement, and translating complex business needs into scalable data solutions.

Education

Macquarie Business School   Sydney, Australia
Master of Business Analytics   Feb 2023 – Nov 2024
(Focus Areas: Database Management and Data Extraction, AI for Business, Predictive Modeling and Analysis, Data Manipulation, Data Visualization)

NUST Business School   Islamabad, Pakistan
Bachelor of Business Administration (BBA)   Sep 2017 – Jun 2021
(Major: Strategic Management)

Experience

VEON | Expert Digital Analytics   Nov 2024 – Apr 2025

- **Identified business needs and objectives** with **active engagement of Functional Stakeholders** to **implement technical solutions, promoting data-driven decision making.**
- **Automated Data Extraction Workflow** by designing an AI Tool using **Python and OpenAI API integration** to **improve efficiency of the Analytical Process** and cater ad-hoc requests, effectively **improving delivery time by up to 50%.**
- **Standardized Data Manipulation using Pandas and MS Excel** to effectively prepare Data for Analysis, improving accuracy and effectiveness of Analysis.
- **Conducted comprehensive end-to-end Analysis** involving Data Extraction using AI tool/advance SQL, Data Manipulation using Python/Excel and, Report and Visualizations on Power BI **to track Business KPIs including ROI, Revenue Growth, and Customer Growth and Satisfaction**, achieving and exceeding performance targets, **enhancing Service Delivery and serving various business needs.**
- **Designed Predictive Model to conduct Customer Profiling** using various features**, identifying different user types** and **conducting targeted marketing to improve Customer growth** by 25% and Customer Churn by 10%.

Minova Australia | Data Analyst (Sales Operations and Marketing)   Jul 2023 – Mar 2024

- **Collaborative engagement with Stakeholders** from Sales Operations and Marketing Team to **identify key gaps and inefficiency in decision making process**, and **integrate a data driven approach** to enhance the effectiveness of decisions and improve Operational efficiency.
- Initiated the consolidation of Sales Operations Data from CRM and Market Data from Secondary Research into a **relational Database using SQL Server** to serve as a **base for technical solutions**, implementing **Data Management** and **Database Administration** Protocols ensuring **Data Accuracy and Integrity standards**.
- Developed an **extensive, fully automated, interactive dashboard** using **Power BI** for Non-technical Stakeholders and Senior Management to monitor **Business Operations' KPIs**, enabling **real-time insights** that **informed strategic decisions** across multiple business functions.
- Extracted Sales Operations and Marketing Data from SQL database using complex queries and conducted a

thorough Exploratory and Predictive Analysis using MS Excel and Python respectively, **driving enhancements in budget and resource allocation, improving order processing time by 3 days and Lead time by 25%.**

- Conducted extensive Market Analysis including Competitor Analysis, MMM and Market Size, identifying marketing opportunities, **enabling expansion of Australian Customer Base** to expand **Market share by 15%** and **improve ROI by 8-10% in the next 3 years**.

In Digital Group | Data Consultant (Performance Evaluation and Analysis)   Sep 2022 – Jun 2023

- **Automated Extraction, Transformation and Loading of Data from multiple sources using APIs** and Power Query into MS Excel relational Data Model, serving as the base for further Analysis.
- **Designed and maintained interactive and fully automated dashboards for Stakeholders** using Power BI, tracking Business KPIs including Revenue, ROI, and Customer Conversion and Engagement and improving Business Operations and Growth.
- **Analyzed the Process of Customer Acquisition and Conversion** using funnel analysis to **identify and fix leakages and gaps in the process**, leading to **improved Conversion Rate, Service delivery, Customer Experience and Business Performance.**
- **Facilitated cross-functional communication** and **presented actionable insights** to senior leadership, contributing to **enhanced decision-making and operational efficiency** by **aligning business needs** through **regular Stakeholder consultations.**

Vyro.AI | Associate Business Analyst (Performance Evaluation and Analysis)   May 2022 – Sep 2022

- **Designed and optimized data-driven advertising strategies** by integrating **SQL, Pandas**, and **advanced Excel** to monitor KPIs and performance metrics, leading to improved **revenue outcomes and campaign efficiency**.
- Applied **A/B testing via Firebase** to measure the impact of design iterations on key outcomes, using **experiment-driven decisions** to improve **user retention and product engagement.**
- **Consolidated multi-source marketing and operations data** (from Ad Mob, Meta, Google Ads, and GA4) into unified **Power BI dashboards**, providing leadership with clear visibility into **business performance, ROI, retention, and product-level KPIs**.
- Maintained **regular communication with cross-functional stakeholders** across business, product, and marketing teams, ensuring **data-backed recommendations** aligned with evolving **strategic goals and performance targets**.
- **Authored end-to-end Standard Operating Procedures (SOPs)** for business operations, streamlining workflows, enabling **scalable growth**, and ensuring **operational consistency.**

Skills and Software

- **Data and Analytics** (Exploratory Data Analysis, Predictive Analysis, Database management, Data mining, Data Wrangling, Data Manipulation, Data Visualization, API Integration, ML techniques)

- **Business Operations Optimization** (Process Analysis and Improvement, Service Delivery optimization, Customer Experience enhancement, Revenue and Profitability Growth)

- **Digital Performance Evaluation and Analysis** (GA4/Google Analytics, Looker Studio, Google/Meta Ads)

- **Python** (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, TensorFlow, Nltk, OpenAI)

- **R** (tidyverse, readr, dplyr, ggplot2)

- **SQL** (JOINS, Subquery/CTE/Temp Tables, Windows Functions, Procedural Programming)

- **MS Excel** (Stored Functions and Formulas, Pivot Tables, Power Query, Macros, VBA)

- **Power BI** (Data Modelling, Power Query, DAX)

- **Tableau**

- **Power Automate**

- **GitHub**

- **Stakeholder Engagement and Collaboration**