

# ABDULLAH KASHIF

## DATA ANALYST



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### Professional Summary:

Results-driven Data Analyst with expertise in Excel (VBA), SQL, Power BI, Python, data architecture, and ETL workflows. Skilled in data cleaning, exploratory data analysis (EDA), and dashboard development to deliver actionable insights and streamline decision-making. Experienced in email automation and workflow optimization, consistently supporting businesses in boosting efficiency and overall performance.

### CORE COMPETENCIES

- Data Analysis & Visualization
- Excel (Advanced Formulas, VBA, Power Query)
- SQL (Data Extraction & Joins)
- Power BI Dashboard Development
- ETL Workflow Design & Automation
- Data Cleaning & Preparation
- Exploratory Data Analysis (EDA)
- Reporting Automation
- Basic Python (Pandas, Data Wrangling)
- Email Automation & Workflow Optimization

### Data Analyst | Skylink Distribution Pvt. Ltd.

#### Mar 2024 – Present

Led data-driven initiatives to enhance operational efficiency and strategic decision-making by transforming raw data into actionable business intelligence. Focused on automation, reporting, and dashboard development to support various departments.

- Automated recurring business reports using Excel VBA, reducing manual reporting time by 30% and improving consistency.
- Designed and deployed interactive Power BI dashboards to track KPIs, enabling real-time insights and more informed management decisions.
- Developed and optimized complex SQL queries to extract, clean, and analyze large datasets from multiple sources, ensuring data accuracy and reliability.
- Implemented scalable ETL workflows, streamlining data pipelines for structured, clean, and accessible data used across business functions.
- Conducted exploratory data analysis (EDA) to identify operational inefficiencies and uncover trends, directly influencing business strategies.
- Created and managed automated email reporting workflows, enhancing communication with stakeholders and improving the timeliness of data delivery.

### WordPress Developer | Marcell Technologies

#### Nov 2023 – Feb 2024

Collaborated with clients to design and develop customized WordPress websites, with an emphasis on performance, responsiveness, and SEO optimization.

- Designed and developed custom WordPress themes and templates, tailored to meet specific client branding and functional needs.
- Installed, configured, and optimized essential WordPress plugins, improving site functionality and user engagement.
- Improved website performance and security through best practices in updates, caching, and secure configurations.
- Customized layouts and site elements using HTML, CSS, and basic PHP, ensuring seamless integration with client specifications.
- Ensured cross-browser compatibility and full mobile responsiveness, enhancing user experience across all devices.

### EDUCATION:

#### BACHELOR OF SCIENCE (B.S)

HAMDARD UNIVERSITY

Expected Graduation: 2028

#### ASSOCIATE DIPLOMA IN

#### SOFTWARE ENGINEERING (ADSE)

APTECH LEARNING

Expected Graduation: 2026