

# Muhammad Aryan

## Data Analyst

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## PROFESSIONAL SUMMARY

Data analyst **who helps leadership make confident decisions**. I turn raw data into clear insights about customer behavior and revenue, so you know **what's actually happening, why it's happening, and what the data suggests**.

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## EXPERIENCE

### Data Analyst (Freelance)

2025 – Present

#### E-Commerce Customer Retention Analysis (Olist)

- Analyzed 96K customer transactions to understand **why 97% never returned after first purchase**
- Used statistical testing to prove the **issue was structural market behavior**—even customers with perfect experiences (on-time delivery + 5-star reviews) only returned 3.2% of the time
- Data suggested reallocating retention marketing budget to acquisition efficiency and shifting category mix toward high-repeat categories

#### Grocery Marketplace Behavior Analysis (Instacart)

- Analyzed 32M orders to understand **why reorder rates varied 32 percentage points across categories** (dairy 67% vs pantry 35%)
- Proved low pantry reorders reflect natural variety-seeking behavior, not retention failures—customers want variety in pasta/snacks, not brand loyalty
- **Analyzed basket size drivers across 500K orders**—found category breadth (shopping multiple departments) predicts basket size, not customer frequency
- Data suggested focusing retention efforts on dairy/beverages where loyalty exists, and building cross-category promotions to increase basket size

#### Consumer Loan Profitability Analysis

- Analyzed loan application and performance data to identify **which approval criteria maximize profitability while managing default risk**
  - Evaluated relationships between marketing costs, servicing costs, approval thresholds (FICO, DTI), and loan performance
  - Found that **current approval criteria left profitability on the table**—tighter thresholds could reduce defaults without significantly hurting volume
  - Data suggested criteria adjustments and provided impact estimates on unit economics
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### Data Analyst Intern | Elevvo Pathways

Aug 2025 – Sep 2025

Cairo, Egypt | Remote

- Built Power BI dashboards tracking sales, operations, and customer metrics for real-time monitoring
  - Analyzed 10K+ transactions to identify trends and deliver recommendations to stakeholders
  - Cleaned and validated datasets for reporting accuracy
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## SKILLS

**Analysis:** Descriptive, diagnostic, predictive, prescriptive, financial analysis, customer behavior analysis

**Programming & Data:** SQL (PostgreSQL), Python (pandas, numpy, scikit-learn, scipy, seaborn)  
**Analytics & BI:** Power BI, Tableau, Excel (advanced), Streamlit  
**Statistical Methods:** Hypothesis testing (chi-square, ANOVA), regression analysis, correlation analysis, cohort analysis  
**Data Modeling & ETL:** Data transformation, relational modeling, data cleaning pipelines  
**Data Sources & Integration:** CSV, Excel, JSON, APIs, web scraping  
**Domains:** E-commerce, marketplaces, financial services, SaaS, consumer lending

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**EDUCATION**

<b>Bachelor of Science in Data Science</b>	2025 – 2029
University of Engineering and Technology (UET), Peshawar	

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**CERTIFICATIONS**

<b>Data Analytics Projects Certificate</b>   Simplilearn	Dec 2025
<b>Introduction to Data Analytics Certificate</b>   Simplilearn	Dec 2025