

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.**

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

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

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

EDUCATION

Bachelor of Science in Data Science

2025 – 2029

University of Engineering and Technology (UET), Peshawar

CERTIFICATIONS

Data Analytics Projects Certificate | Simplilearn

Dec 2025

Introduction to Data Analytics Certificate | Simplilearn

Dec 2025