
A AHMED

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PROFESSIONAL SUMMARY

Freelance Data Analyst with over **10 years of foundational experience in Sales & Marketing** and **1+ year of hands-on data analytics experience**. Adept at analysing and visualizing data to uncover actionable insights and support business decision-making. Skilled in Python, Power BI, and statistical modelling. Proven ability to bridge business operations with data-driven strategies for measurable growth.

PROFESSIONAL EXPERIENCE

Freelance Data Analyst

Bangalore, India

Sep 2023 – Present

- Designed and implemented automated metrics reports to enhance data tracking and performance measurement.
 - Analysed large datasets using **Python (Pandas, NumPy, Seaborn)** to improve data accuracy and reporting efficiency.
 - Developed Python scripts to automate repetitive data processing tasks, significantly reducing manual effort and turnaround time.
 - Conducted end-to-end **data analysis using Matplotlib, Seaborn, and Power BI**, generating key insights for stakeholders.
 - Performed sales forecasting and demand analysis to support strategic planning and resource allocation.
 - Delivered actionable recommendations for business growth through detailed sales and customer behaviour analysis.
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EDUCATION

Master of Business Administration (MBA) – Sales & Marketing

Bangalore

TECHNICAL SKILLS

- **Languages & Libraries:** Python, Pandas, NumPy, Seaborn, Matplotlib
 - **Data Tools:** Power BI, Microsoft Excel, Web Scraping
 - **Techniques:** Data Modelling, Data Mining, Data Cleaning, Data Warehousing
 - **Soft Skills:** Business Analysis, Problem Solving, Communication
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CERTIFICATIONS

- **Data Analysis with Python** – FreeCodeCamp
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PROJECTS

OTT Analysis

OTT analysis of two major platforms in India

🔗 https://github.com/asad74gh/ott_analysis.git

Transport & Mobility Analysis

Total analysis done using python and PowerBI

🔗 https://github.com/asad74gh/Transportation-Mobility-Code_basics-.git

Video Game Purchase Behaviour Analysis

Explored consumer behaviour in the gaming market using data visualization and statistical techniques.

🔗 https://github.com/asad74gh/video_games.git

Electric Vehicle Analysis with Problem Statements

Performed detailed analysis on EV usage, market trends, and growth indicators.

🔗 https://github.com/asad74gh/Electric_Vehicle_Analysis.git
