MUHAMMAD ALI

Data Analyst / Business Analyst

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Summary

Aspiring Data Analyst with hands-on experience in data cleaning, customer segmentation, BI reporting, and predictive modeling. Proficient in Python, SQL, Excel, and Power BI to analyze and visualize large datasets. Adept at identifying trends, building interactive dashboards, and delivering actionable insights that support strategic decision-making. Passionate about solving business problems through data.

Skills

Data Analysis & BI: Data Cleaning, Customer Segmentation, KPI Tracking, Business Reporting

Tools & Technologies: Python (Pandas, NumPy, Matplotlib, Seaborn), Power BI, MS Excel, SQL

Databases: MySQL, SQL Server

Analytics & Modeling: Logistic Regression, RFM Analysis, Predictive Modeling

Other Tools: Jupyter Notebook, GitHub, MS Office Suite

Experience

Data Analytics Intern — Eziline Software House (Onsite)   Mar 2024 – May 2024

— Optimized reporting accuracy by 20% through ETL processing of 50K+ records.

— Designed and launched Power BI dashboards for sales KPIs, customer segmentation, and revenue analysis.

— Delivered 3 targeted marketing recommendations, increasing engagement rates.

Remote Data Science Intern — Rhombix Technologies   Apr 2024 – Jun 2024

— Built a logistic regression model with ~82% prediction accuracy to forecast churn.

— Automated Python-based cleaning workflows, cutting preprocessing time by 30%.

— Visualized business trends with Matplotlib and Power BI.

Data Analytics Intern (Current) — Elevvo Pathways (Remote, Ongoing)   Aug 2025 – Present

— Completed Sales Performance Dashboard (Excel) using pivot tables, slicers, and charts to summarize KPIs.

— Performed Customer Segmentation (Python, RFM Analysis) on 4300+ customers, classifying into groups (Champions, Loyal, At Risk) and recommending marketing strategies.

— Created visualizations (heatmaps & bar charts) to communicate segment insights.

Projects

Customer Churn Prediction (Python, Excel)

— Conducted churn analysis on 10K+ records, identifying high-risk segments with 78% accuracy.

— Recommended retention strategies simulating a 15% churn reduction.

Customer Segmentation with RFM (Python, Pandas, Seaborn)

— Segmented 4300+ customers based on Recency, Frequency, and Monetary values.

— Suggested actionable marketing strategies for each group (loyalty rewards, re-engagement campaigns).

Movie Ratings Analysis (SQL, Python, Power BI)

— Queried and analyzed 5K+ records, identifying genre trends and top movies.

— Built a Power BI dashboard to support content acquisition decisions.

Certifications

— Intermediate SQL – DataCamp (2025)

— Career Essentials in Data Analysis – Microsoft & LinkedIn (2024)

— Google Data Analytics (Ongoing) – Coursera (2025)

— Learning Data Analytics Foundations & Advanced – LinkedIn Learning (2024)

Education

University of Sindh, Jamshoro   Graduated: 2024
B.Sc. Information Technology