Data Analyst / Business Intelligence Analyst

DAUD AHMAD

MS Information Technology (Graduation Dec-2024)
BE Mechanical Engineering

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Skills

- Python (Pandas, NumPy, Beautiful Soup, MatPlotLib)
- MySQL (DBMS – CRUD, Join, Indexing)
- Excel (Charts, Pivot Tables, Data Preprocessing)
- Google BigQuery (Warehousing, Querying, Analysis)
- Machine Learning (Regression, Time Series Analysis)
- Deep Learning (Keras, Sklearn)
- Version Control (Git & GitHub)
- Microsoft Power BI Dashboard
- Tableau & Google Looker Studio Reports
- Project Management (Managed Multiple Deadlines & Requirements As A Freelancer)

Projects

PAKWHEELS CAR DATA ANALYSIS – Personal Project – Click For Demo

- **Extracted and cleaned data** on over 4,000 used cars from PakWheels using Python and Beautiful Soup library.
- Employed **Python and Excel** to remove duplicates, null values, and identify/correct data anomalies.
- Generated charts and graphs to analyze factors like mileage, price, and manufacture year, aiming to identify the optimal car based on **user priorities**.

BIKE SHARE REVENUE OPTIMIZATION – Data Analyst Project – Click For Demo

- Leveraged **Power BI** and SQL to identify **KPIs** for a bike share company, including hourly revenue analysis, profit-revenue trends, seasonal revenue, and rider demographics.
- Developed a **custom dashboard** in Power BI that aligns with the company's branding and color scheme, facilitating clear data **visualization**.
- Analyzed historical data to identify **trends** and determine the impact of past price increases on profitability.
- Recommended a **conservative price increase** of 10-15% based on data-driven insights, aiming to maximize profit while mitigating customer loss.

DIABETES PREDICTION WITH DEEP LEARNING – Personal Project – Click For Demo

- Developed a deep learning model to **predict the risk** of developing diabetes. Achieved a precision score of 95.78%.
- Implemented automated hyperparameter optimization with Keras Tuner to improve model performance.
- Preprocessed patient data and employed a Multi-Layer Perceptron (MLP) architecture for the **deep learning model**. Achieved high training and validation **accuracy (97%)** without signs of overfitting.

PIZZA SALES ANALYSIS – Data Analyst Project (Using SQL) – Click For Demo

- Utilized **SQL** to analyze a pizza store's data, querying data from multiple tables using **JOINs** to gain a comprehensive view of sales.
- Performed data transformations and filtering using aggregation and filtering functions data for analysis and reporting.
- Identified KPIs such as top-selling pizzas, busiest sales hours, and category-wise revenue contribution.
- Analyzed trends in sales data to uncover valuable insights for **business growth strategies**.

Work Experience

FREELANCE CONTENT WRITER & SEO COPYWRITER   Sept 2020 - Present

- With detailed research, first-rate communication, and writing skills **237+ projects** were completed to meet individual requirements of **90+ unique clients** all over the world (4.8/5-star average rating).
- Information Analysis & **In-Depth Research** to understand client needs, target audiences, and industry trends.
- Content **Strategy Development** that aligned with SEO best practices to achieve client objectives.
- Established Strong Client Relationships by actively communicating and incorporating feedback into deliverables.

DATA ANALYTICS BOOTCAMP – 20hr/3Mo Self Directed Learning   May 2024 – Jul 2024

- Gained practical experience through projects focused on web scraping, data cleaning, KPI identification, data visualization, and machine learning model development.
- Analyzed used car data (**4,000+ entries**) to identify optimal car choices (Pakwheels Car Data Analysis).
- Optimized bike share company revenue using data analysis (Power BI & SQL) and **recommended a data-driven** price increase strategy (Bike Share Revenue Optimization).
- Analyzed pizza store sales data (**SQL**) to identify KPIs and **growth opportunities** (Pizza Sales Analysis).

TRAINEE ENGINEER – PLANT OPERATOR – OPI - Oil Field, Ratana (14-Day Rotation)   Jul 2021 - Sept 2021

- Developed **data collection and monitoring** skills through operating and troubleshooting amine plants and dehydration units.
- Analyzed plant **performance metrics** to identify potential issues and ensure smooth operations.
- Utilized knowledge of Industrial Equipment VIP compressors, AJAX compressors, Caterpillar generators, and ACE air-cooled exchangers to **maintain optimal performance**.

INTERN ENGINEER – SURFACE ENGINEER – OPPL   Jun 2018 - Aug 2018)

- Developed a foundational understanding of the oil & gas industry through exposure to downstream, midstream, and upstream processes.
- Enhanced analytical skills by interpreting P&IDs to understand **process flow** and equipment interactions within an oil & gas plant

Education

MASTER OF SCIENCE IN INFORMATION TECHNOLOGY – NUST – Islamabad, Pakistan   Sept 2022 – Dec 2024

- Gained proficiency in data collection and **pre-processing** using Python and SQL.
- Developed practical skills in identifying trends within data sets and predicting future trends through **machine learning** and deep learning algorithms.
- Familiar with **cloud computing** concepts (AWS, Azure), version control, VMs, and cloud-based webapp hosting.

BE IN MECHANICAL ENGINEERING – Air University – Islamabad, Pakistan   Sept 2016 – Aug 2020

- Developed a thermo-fluid model of an engine using engineering principles.
- Utilized SolidWorks for 3D modeling and ANSYS CFX for fluid flow analysis.

Top 05 Certificates

1. ADVANCED MYSQL TOPICS – authorized by Meta and offered through Coursera   Sept 2023

- Created functions, stored procedures, triggers, and events to **automate tasks** and optimize database performance.
- Optimizing MySQL queries to **improve performance** through techniques like indexing, transactions, and CTEs.

2. DATABASE STRUCTURES AND MANAGEMENT WITH MYSQL – authorized by Meta   Aug 2023

- Performed complex **data manipulation** tasks such as filtering, joining, subqueries, and views.
- Created user-defined functions and stored procedures to automate tasks and enhance database functionality.

3. VERSION CONTROL WITH GIT – authorized by Meta   Aug 2023

- Used Git for version control, including navigating the command line, creating and managing a GitHub repository, and collaborating on code revisions.

4. VERSION CONTROL WITH GIT – authorized by Meta   Aug 2023

- Used Git for version control, including navigating the command line, creating and managing a GitHub repository, and collaborating on code revisions.

5. DATA SCIENCE COURSE – Organized by Japan Centre at NUST   Apr 2023

- Gained practical skills in implementing machine learning algorithms for data analysis tasks such as data collection, cleaning, and exploration,
- Implemented supervised, unsupervised, and deep learning techniques followed by model evaluation.