



DAWOOD ABBAS

Data Analyst/ Business Analyst

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Skills

- **Data Analysis:** SQL (SQL Server, MySQL, PostgreSQL), **Python** (Pandas, NumPy, Matplotlib), **R Studio**
- **Data Visualization:** **Tableau**, **Microsoft Power BI** (DAX, Power Query), **Google Data Studio** (Looker)
- **MS Office:** **Microsoft Excel** (Advanced Function & Formulas, Macros, VBA, VLOOKUP, Pivot Tables)
- **CRM Tools:** **Salesforce** (Sales tracking, Reporting), **HubSpot** (Managing customer relationships)
- **Collaboration Tools:** **Slack** (Team communication), **Jira** (Issue and project tracking for software development)
- **Technical Skills:** Data Mining, Data Collecting, Data Cleaning, Data Processing, Data transformation
- **Industry Knowledge:** ETL Processes, Oracle Database, NoSQL (MongoDB)

Projects

MARKET BASKET ANALYSIS – Upwork – Virtual Client's Project 2023 - 2024

- Conducted Market Basket Analysis to identify products frequently purchased together, enhancing cross-selling opportunities
- Employed **Python** to load and visualize the data, revealing critical business insights that contributed to enhanced sales strategies
- Utilized data visualization tools like **Tableau** to present insights, allowing stakeholders to make data-driven decisions
- Assisted in analyzing **point-of-sale** data to identify purchasing trends, which led to a **10%** increase in Q4 sales

DATA RESEARCH ANALYST – TELUS International – Freelance Job 2022 - 2023

- Utilized **Python** and **SQL** to extract, clean, and analyze large datasets from web traffic and search engine performance data
- Ensure the accuracy and integrity of data by implementing data validation and cleansing processes

FREELANCE DATA ANNOTATOR – Appen Connect – Virtual Client's Project 2021 - 2022

- Annotated and labeled large datasets with high accuracy to support machine learning model training and validation
- Collaborated with team to refine annotation guidelines, leading to improved efficiency and model performance

CUSTOMER SALES ANALYSIS – University of Gujrat – University Project July 2024

- Utilized **SQL** to extract data from 8 different related tables in databases, employing **JOIN** and **VIEW** for seamless data integration
- Leveraged **Python** and **R Studio** to process and analyze transactional data, revealing key buying patterns

Work Experience

BUSINESS ANALYST – MBin Global Corp. – Sialkot, PK Oct 2023 - July 2024

- Performed data cleaning and preprocessing using **SQL** and **Python**, improving data accuracy by **15%**
- Assisted in the creation of **Tableau** dashboards that provided real-time insights, reducing report generation time by **40%**
- Developed an interactive **Excel** for analyzing sales data and trends, boosting strategy accuracy by **12%**
- Processed and verified company data, achieving **98%** accuracy, enhancing decision-making

DATA ANALYST INTERN – Tempo Enterprises – Sialkot, Pk Nov 2022 - August 2023

- Resolved customer queries promptly and maintained statistics and dashboards to monitor team performance against metrics
- Conducted critical analysis of ongoing projects with **SQL** and **Power BI**, optimizing processes to enhance efficiency
- Analyzed and interpreted data with **Python** to identify trends, patterns, and process improvement opportunities
- Managed end-to-end project management, ensuring timely delivery and efficient resource allocation

Education

BACHELOR OF INFORMATION TECHNOLOGY (HONS.) – University of Gujrat – Sialkot, PK July 2024

Majors: Business Analytics, Database Design & Management, Systems Design & Implementation

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE – Coursera – [\[Link\]](#) July 2023

Completed extensive six-month job-ready Google Career Certificate training