MUHAMMED FARIS

Business Analyst

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in LinkedIn   📍 Kerala, India

PROFILE

A Business Analyst specializing in transforming complex data into actionable insights through advanced data visualization and analysis. Proficient in Power BI, Tableau, and SQL, with a proven ability to translate business requirements into technical solutions that drive strategic decision making and identify growth opportunities.

SKILLS

TECHNICAL SKILLS

Data Visualization & BI: Tableau, Power BI, Excel (Advanced Formulas, Pivot Tables, Dashboards)
Database Management: SQL (Joins, Aggregations, Subqueries, Data Manipulation, CASE statements)
Programming: Python (Fundamentals for data tasks including data types, loops, and functions)
Business Analysis: Requirement Gathering, Business Process Analysis, Data Cleaning & Transformation, Reporting, Stakeholder Management, Data Storytelling
Other: Microsoft Excel (Advanced Formulas, Pivot Tables), Microsoft PowerPoint (Data Presentation & Storytelling)

SOFT SKILLS

Soft Skills: Problem Solving, Critical Thinking, Communication, Analytical Thinking, Time Management, Team Collaboration, Attention to Detai

PROFESSIONAL EXPERIENCE

Business Analyst Intern (Training Based Program)   05/2025 – Present
Corpus Data Hub   Calicut, India

- Executed data cleaning and transformation on large datasets using SQL and Excel, improving data quality for analysis.
- Designed and developed multiple interactive dashboards in Tableau and Power BI, incorporating KPIs, parameters, and calculated fields to empower stakeholders with self service analytics and effective performance tracking.
- Conducted requirement gathering sessions with mentors to define project scope and translate business needs into technical specifications for analytical reports.
- Presented analytical findings and data driven recommendations to stakeholders, fostering a culture of informed decision making and enhancing reporting efficiency.
- Analyzed datasets to identify key trends, anomalies, and growth opportunities, providing insights that supported strategic business improvements.

PROJECTS

Marketing Campaign Performance Dashboard using Power BI

- **Designed and deployed** a comprehensive Power BI dashboard that unifies data from five distinct channels (Facebook, Google Ads, YouTube, Instagram, Email) into a single analytical view.
- **Tracked and visualized** critical KPIs, including conversion rates and monthly **Return on Investment (ROI)** trends, to measure marketing program effectiveness.
- **Identified high performing campaigns and segments**, delivering actionable, data driven insights that directly supported the optimization of marketing spend.
- **Contributed to improved campaign efficiency** by providing stakeholders with the necessary intelligence to reallocate budget and maximize promotional results.

TripAdvisor Review Data Dashboard using Tableau

- **Developed and launched** an interactive **Tableau** dashboard to analyze thousands of TripAdvisor reviews, enabling dynamic data exploration and deep dives into customer feedback.

- **Engineered dynamic controls** using **parameters and calculated fields** to allow users to segment data based on criteria like date range, location, or rating, ensuring flexible analysis.
- **Visualized core metrics** including average ratings, review volume, and the distribution of customer **sentiment** (e.g., positive, negative, neutral) to reveal hidden service trends.
- **Delivered actionable recommendations** based on visualized insights, guiding the client on specific areas to improve customer experience and enhance operational efficiency.

Customer Analytics Dashboard using Excel

- **Developed and deployed** a comprehensive data visualization tool in **Excel** to analyze and summarize customer shopping patterns and behavioral metrics.
- **Applied advanced Excel functionality**, including **Pivot Tables**, complex **formulas**, and dynamic charts to summarize and track key trends.
- **Identified specific customer segments** and their product/service preferences, enabling targeted insights into purchasing behavior for the marketing team.
- **Supported strategic decision making** by providing clear, digestible visualizations of customer engagement, ultimately informing and optimizing marketing and product strategies.

Healthcare Database Analysis & Reporting Project using MySQL

- **Developed** complex **MySQL** queries using **JOINs, subqueries, and conditional logic (CASE statements)** to generate required operational and analytical reports.
- **Cost & Financial Reporting:** Generated reports to calculate the **total effective prescription cost** for pharmacies in California (CA) during 2021 by applying pharmacy specific discounts.
- **Data Transformation: Implemented CASE statements** to classify patients into four age groups (**Child, Teen, Adult, Senior**) and convert raw tax criteria codes (**I, II, III**) into descriptive labels (**Basic Tax, Intermediate Tax, Advanced Tax**) for simplified reporting.
- **Calculated Key Financial Metrics** such as the **effective price after discount** for every medicine pharmacy pair and aggregated the **total effective prescription cost** for specific regions and years.
- **Delivered analytical reports** on inventory and cost management, including total units available for **hospital exclusive medicines** and summary reports grouped by pharmacy.

Myntra Sales Performance Dashboard using Power BI

- **Designed and built** a comprehensive Power BI dashboard to transform messy raw sales data into clean, interactive, and actionable business insights.
- **Visualized Key Performance Indicators (KPIs)** at a glance, including total Orders, Total Sales, Average Rating, and Product Count, enabling immediate performance assessment.
- **Integrated diverse analytical views** including regional sales distribution via a **map visualization**, product and brand breakdowns, and category ranking by sales.
- **Tracked Sales Trends** by month and week day, providing temporal analysis to identify optimal sales periods and marketing opportunities.
- **Implemented fully interactive filters** for deep dives across Brands, Sub Categories, Product Distribution, Size, and Color, empowering users to self-service their analysis and optimize inventory/marketing efforts.

EDUCATION

Bachelor of Commerce (B.Com)   2022 – 2025
University of Calicut, Kerala

Higher Secondary in Commerce   2020 – 2022
State Board of Kerala

CERTIFICATE

Business Analytics Course
Corpus Data Hub

Business Analyst Internship
Corpus Data Hub

LANGUAGES

English   Malayalam

Arabic