

Fatima Saleem

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https://fatimasaleem2812.github.io/My_Portfolio/

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Analytical and solutions-driven professional with a computer science background and experience in the development, documentation, and delivery of process innovations

SKILLS :-

- Programming:-** SQL , Python ,VBA in excel , HTML ,CSS
- Data visualization:-** Microsoft Power BI , Looker studio , MetaBase , Excel(pivot Table)
- Software :-** Weka , Trello , Jira

Business Intelligence Analyst

Waada Digital Private Limited

- Leveraged **BigQuery SQL** to analyze complex datasets of agent sales performance, uncovering key trends and patterns impacting their revenue generation
- Translated data-driven insights into actionable recommendations, guiding the **development of new KPIs** and bonus structures to incentivize high-performing agents.
- Presented compelling data visualizations to Manager at all levels (**Using SQL & metabase**), enhancing understanding and promoting data-driven decision-making across the organization
- Designed and implemented dynamic reports and dashboards(**Looker studio**), enabling real-time performance monitoring and proactive intervention for struggling agents.

Business Performance Analyst Intern

Dow University Business and Incubator center ((DUBIC) DUHS

- Demonstrated proficiency in Excel by creating detailed and visually compelling reports, effectively communicating findings to stakeholders.
- Streamlined data management processes, enhancing the organization's ability to track progress and measure impact, contributing to organizational efficiency
- Provided actionable recommendations based on data-driven insights

PROJECTS :-

Design and developed power bi dashboard to showcase the annual sale :-

- Delivered interactive visualizations of annual sales performance, including product/region breakdowns, profitability analysis, and trend comparisons.
- The dashboard to showcase key sales metrics, driving improved data-driven decision

Extract Sale insight using Excel

- Enhanced understanding of sales performance by crafting compelling and informative visualizations that clearly communicated key metrics and trends.
- Developed dynamic dashboards with interactive elements, enabling users to filter, drill down, and explore data for deeper insights
- make sense of numbers by visualizing them using different graphs and chart

Create a Project Management Tracker using Google Sheets

- Implemented effective task tracking features, including priority levels, dependencies, promoting individual accountability and timely completion of project deliverables.
- Provided stakeholders with a clear, real-time overview of project performance, enabling informed decision-making and proactive risk mitigation.

EDUCATION :-

Master's in Computer Science

NED University of Engineering and Technology(Karachi,Pakistan)

09/2023 - Present

Bachelor Computer Science

Benazir BhuttoShaheed University Lyari (Karachi,Pakistan)

01/2019 - 12/2022

Smart city course(SDGGlobal Summer School)

Zhejiang University SDG Global Summer School(Hangzhou, china)

2022

CERTIFICATES :-

Google Data Analytics Professional Certificate (google california)

Data Science IBM (International Business Machines Corporation)

Business Analysis & Process Management (Coursera Project Network)

Programming for Everybody (University of Michigan)

Foundations of Project Management (Google California)