

Fatima Saleem

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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 ,Talend (For ETL),Trello , Jira

EXPERIENCE:-

Business Intelligence Analyst

Waada Digital Private Limited 02/2023 - Present

- 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

Dow University Business and Incubator center ((DUBIC) DUHS 07/2022 - 11/2022

- 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, and leveraged straight-line forecasting to estimate future revenue growth based on historical trends.

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 those 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)