FIZULI HASANOV

Aspiring Data Analyst

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SUMMARY

Aspiring Data Analyst with strong SQL & BI (PostgreSQL, Google BigQuery, Power BI, Tableau) and Python skills, experienced in churn analytics, cohort retention, KPI reporting, and e-commerce segmentation. Ranked top performer academically and focused on delivering actionable insights for business decisions.

EDUCATION

Baku Higher Oil School – BBA, Business Administration. Expected Graduation: 2029

GPA: **96.3/100** (Fall semester) | Faculty Rank: **4th place**. Honors: Presidential Scholar | Top 10 Golden Students

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TECHNICAL SKILLS

SQL: PostgreSQL, Google BigQuery (CTEs, joins, aggregations, KPI logic)

Python: Pandas, NumPy, Matplotlib

Visualization: Tableau, Power BI

Tools: Excel, Jupyter Notebook, Git/GitHub

PROJECTS

Customer Churn & Retention Analytics – PostgreSQL, SQL, Power BI, Python

- Built churn analytics pipeline analyzing **10,000 customers / 24 months,** generating **200K+ activity reports**
- Quantified churn risk exposure **($108.6K high-risk MRR**) and modeled **$195.5K annual revenue saved** with retention uplift

E-commerce Growth & Retention Analytics –Google Big Query (SQL), Python, Tableau

- Designed analytics warehouse structure with **staging, dimensions, and fact/mart tables**, including cohort retention tracking (2019 – 2026)
- Built **2 Tableau dashboards** for revenue growth, active users, and retention cohorts; identified growth as volume-driven with stable AOV

Order Segmentation & Revenue Optimizing (E-commerce) – Tableau, Python

- Built dashboard tracking **$73.41M revenue, $69.55M net revenue, 100K orders, and 6.06% return rate**
- Segmented orders into behavioral groups to compare **revenue share, profitability score, and return risk** across regions and categories

Job Market Analysis (Data Roles) – Python, Tableau

- Cleaned and analyzed job postings to benchmark salaries, rank top skills, and track monthly trends

Cashflow Autopilot (Prototype) Aspire x Cayu Global AI Hackathon – AI for Business

- Built AI prototype to detect cash leaks and generate a runway forecast + what-if simulation with quantified saving actions

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EXPERIENCE

Registration & Operations Volunteer – Baku ID Festival (Azerbaijan's main startup innovation event)

- Supported registration and attendee validation using Excel to improve check-in accuracy and workflow

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LEADERSHIP & EXTRACURRICULARS

Vice President – BHOS Conversation Club | Project Manager – Startup & History & Psychology Clubs

Aspire Leaders Program – Cohort 5 (Program Alumni among 9,988 finalists of 54,337 participants globally)

CERTIFICATIONS

IBM – Python for Data Science | Deloitte Data Analytics (Forage) | British Airways Data Science (Forage)

EY – Corporate Finance and Strategy | AIFED Erasmus+ Program | IELTS 7.0