Hamna Khalid

Business Analyst | Project Manager | Business Intelligence Analyst

"A dedicated Business Analyst with a proven track record in Business Decision-making, Reporting and Data Quantification in FinTech and Software Development fields. Leveraging over 3 years of hands-on experience in Data Analysis, Project Management and formulating Sales and Marketing Strategies."

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Skills: Product Development | Advanced Excel | MoEngage | Tableau | SQL | Confluence | Jira | Power BI | Problem Solving

Experience

CENNTRO Engineering, Hungary – *Marketing Analyst*   **07/2023-present**
- Enhanced Electric Vehicle sales by 2% over 5 months. Led market research, initiated client outreach, tracked costs, and managed European distribution centers.
- Facilitated seamless purchase-to-pay processes through client negotiations, analyzing business requirements, aligning products with market trends, and providing invoicing support.
- Developed and documented invoices, contributing to the efficiency of the finance department.

Payactiv, Pakistan – *Business Analyst*   **03/2023-06/2023**
- Documented business requirements into Epics, User Stories and Acceptance Criteria on Confluence for the Web and Mobile Application development (Lively 2.0 project) as required by the Scrum framework. Assisted QA in acceptance testing to ensure the final solution aligns with business objectives.
- Analyzed customer engagement using MoEngage and designed CTAs on Figma to facilitate Design and Development Team to enhance the UI/UX of Payactiv application. Supported DevOps Team and end-users during the rollout of new features, addressing inquiries and concerns.
- Facilitated communication between non-technical stakeholders and technical teams to design and develop solutions to fulfill business needs. Achieved this by creating and maintaining process maps and flowcharts on Lucid that depict current and future states of the project.

Morgan Stanley, Hungary – *Business Intelligence Analyst*   **08/2022-11/2022**
- Designed dashboards like FinMet and resolved bugs related to employee-specific data on analytics platforms like Tableau and QlikView. Provided coaching and training to Global Finance employees for the successful adoption of FinMet upgrades.
- Defined business requirements for FinMet platform upgrade, collaborating with the development team. Implemented tabular models, enhanced features, and conducted POC dashboard tests for improved services.
- Collaborated with the Centralized Management (CM) Team to assess client reporting needs and determine optimal solutions for assisting higher management with quarterly assessment of the Finance department.

Nokia, Hungary – *Competence Developer*   **11/ 2021-04/2022**
- Supported HR by analyzing employee learning patterns through creating reports integrated with SharePoint survey data on visualization platforms like Power BI and Tableau.
- Created Trainings and Coaching employees as a part of Employee Development Programs to support HR.

Education - *BA International Relations*

Statistics and Economics | 4.7/5 | Stipendium Hungaricum Scholar

Certifications

Tableau for Data Science | SAP ERP Analytics Cloud | Agile Project Management

Volunteer Work

Budapest Blend - *Promotion Circle Lead*
Mentored and led the promotions circle of the student society for international students in Budapest to foster inclusivity.
PUAN Pakistan US Alumni Network - *Mentor*
Mentored incoming exchange students for the Kennedy Lugar Youth Exchange Study Program, U.S.A as an Alumnus.