

Skills

- SQL (MySQL, PostgreSQL)
- Python
- Microsoft Power BI
- Excel (Conditional Formatting, Pivot Tables)

Projects

POWER BI JOB SIMULATION– PwC (Forage) November 2024

- Completed data analysis tasks focused on **Call Centre Trends**, **Customer Retention**, and **Diversity & Inclusion** using **Power BI**
- Created interactive dashboards to visualize key business insights, improving data-driven decision-making capabilities
- Developed skills in data visualization, trend analysis, and storytelling with data

MOBILE SALES DASHBOARD– Data Analyst October 2024

- Developed an interactive **Mobile Sales Dashboard** to analyze key sales metrics, including total sales, total quantity, and transactions by payment method
- Created KPI indicators for **Total Sales (769M)**, **Average Price Per Unit (40.11K)**, and tracked monthly sales trends for actionable insights
- Enhanced business decision-making by identifying top-performing brands, models, and sales patterns by day of the week

MUSIC STORE DATA ANALYSIS–Data Analyst Project October 2024

- Conducted comprehensive data analysis on a **Music Store** dataset using **MySQL**, extracting valuable insights into sales, customer behavior, and product trends
- Designed and executed complex **SQL queries** to analyze customer purchasing patterns, sales by genre, and revenue distribution across different regions
- Identified key metrics such as **top-selling genres**, **most frequent customers**, and **average transaction value** to support business decisions

Work Experience

DATA ANALYST FREELANCER– Fiverr September 2024 - Present

- Delivered customized data analysis solutions for clients across various industries, including finance, marketing, and customer service.
- Designed and developed dynamic dashboards in Power BI, improving clients' decision-making efficiency by up to **20%**
- Utilized advanced Excel and Power BI techniques to clean, transform, and visualize large datasets, uncovering actionable insights

BUSINESS DEVELOPMENT EXECUTIVE– BIG June 2021 - May 2023

- Conducted market research and identified growth opportunities to enhance company revenue by **25%**
- Analyzed sales and customer data to uncover trends, providing actionable insights that improved business growth and client acquisition
- Collaborated with marketing and sales teams to develop targeted campaigns that boosted lead generation and conversion rates

Education

BACHELOR’S IN INFORMATION TECHNOLOGY– Bahauddin Zakariya University, Multan Oct 2020

Certifications

- **Power BI Job Simulation** – PwC (Forage)
Issued: November 2024 | Certification Link: https://lnkd.in/d9aisubN