






Ihtesham Usman Business Analyst

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 Pakistan

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Personality and Skills: #GoGetter, #teamplayer, #solutionfinder, #client-management, #analytics, #team-management

SUMMARY

Results-driven Business Analytics Graduate with hands-on experience in data analysis, business intelligence, and performance optimization using Excel, Power BI, SQL, and Python. Proven ability to analyze complex datasets, develop interactive dashboards, and generate actionable insights to support strategic decision-making. Demonstrated leadership experience managing teams of 50–60 employees while implementing data-driven performance tracking and operational improvements. Strong foundation in statistical analysis, data visualization, and business analytics, with a commitment to leveraging data to improve efficiency, enhance performance, and support business growth.

EXPERIENCE

Team Leader – Data Operations (Shan Communication, Rawalpindi, Pakistan)Jun-2024 – Dec 2025

Leadership & Operations Management

- Managed and supervised a team of 50–60 employees responsible for data processing and eligibility verification tasks.
- Assigned daily operational tasks, ensured workflow efficiency, and maintained productivity standards.
- Monitored team performance using structured tracking methods and implemented performance improvement strategies.
- Ensured accuracy, consistency, and compliance in large-scale data handling operations.

Business Analytics & Data Analysis

- Extracted, validated, and processed structured data from online platforms for eligibility verification programs.
- Used Microsoft Excel extensively for data cleaning, validation, performance tracking, and reporting.
- Created analytical reports to evaluate team productivity, identify bottlenecks, and improve operational efficiency.
- Used Power BI to visualize performance metrics and support data-driven decision-making.
- Applied business analytics principles to improve operational workflow efficiency and accuracy.

Impact

- Improved team productivity through data-based performance monitoring and workflow optimization.
- Enhanced operational accuracy by implementing structured validation and reporting processes.

Data Analyst Intern – Blue Brackets (Islamabad, Pakistan)Mar 2024 – May 2024

- Analyzed social media datasets to identify engagement trends and performance patterns.
- Applied data analytics techniques to interpret marketing and business performance data.
- Built interactive dashboards to visualize business insights.
- Assisted in monitoring campaign effectiveness and user engagement metrics.
- Strengthened practical skills in Excel, Power BI, and data visualization.

EDUCATION

BS Business Analytics

3.80/4.00 CGPA

International Islamic University Islamabad (IIUI), Islamabad, PK

2022 – 2026

CERTIFICATIONS	
<u>Tools for Data Science, IBM</u>	
2025	
Coursera, USA	
<u>Databases and SQL for Data Science with Python, IBM</u>	
2025	
Coursera, USA	
<u>Introduction to MongoDB, MongoDB</u>	
2024	
MongoDB, USA	
<u>Python for Data Science, AI & Development, IBM</u>	
2023	
Coursera, USA	
<u>Database Creation and Modeling using MySQL, IBM</u>	
2023	
Coursera, USA	
<u>Data Visualization and Dashboards with Excel and Cognos, IBM</u>	
2023	
Coursera, USA	

AWARDS	
Prime Minister Youth Laptop Program Awardee 2025	
International Islamic University Islamabad (IIUI), Islamabad, PK	
<ul style="list-style-type: none">Issued by Higher Education Commission, Government of Pakistan Dec 2025Recognizes academic excellence and dedication to advancing technology and education among the youth.	

Skills	
TECHNICAL SKILLS	
Data Analysis Tools	
<ul style="list-style-type: none">Microsoft Excel (Advanced)Power BI (Dashboarding, Visualization)TableauSPSS	
Programming & Databases	
<ul style="list-style-type: none">Python (Pandas, NumPy, Scikit-learn)SQLNoSQL	
Analytics Skills	
<ul style="list-style-type: none">Data CleaningData VisualizationDashboard CreationPerformance AnalysisBusiness Intelligence ReportingStatistical Analysis	

PROJECTS

Real Estate Market Analysis Dashboard

Jan 2025
<p>Problem: Real estate investors lacked clear insights into pricing trends, location performance, and market patterns, making data-driven investment decisions difficult.</p> <p>Action: Collected, cleaned, and analyzed real estate datasets using Excel and SQL. Built interactive Power BI dashboards to visualize price trends, location comparisons, and key performance indicators.</p> <p>Result: Enabled clear identification of high-value investment areas and improved decision-making through intuitive dashboards and visual insights.</p> <p>Skills: Excel, SQL, Power BI, Data Cleaning, Data Visualization, Dashboard Development</p>

Retail Marketing Analytics – Punjab Cash & Carry

Nov 2024
<p>Problem: The business lacked visibility into marketing performance and customer trends, limiting their ability to optimize marketing strategies.</p> <p>Action: Analyzed marketing and sales data using Excel and SPSS. Performed statistical analysis to identify customer behavior patterns and marketing effectiveness.</p> <p>Result: Identified key marketing performance trends and provided actionable insights to improve marketing strategy effectiveness.</p> <p>Skills: Excel, SPSS, Statistical Analysis, Data Analysis, Business Analytics</p>

Titanic Survival Prediction – Machine Learning Project

Aug 2024
<p>Problem: Predicting passenger survival based on demographic and travel data required effective machine learning modeling and feature analysis.</p> <p>Action: Cleaned and processed dataset using Python. Built and evaluated machine learning models using Scikit-learn to predict survival probability.</p> <p>Result: Successfully developed predictive models and improved understanding of classification techniques and feature importance.</p> <p>Skills: Python, Pandas, NumPy, Scikit-learn, Machine Learning, Data Preprocessing</p>

IBM Data Science Capstone Project

May 2024
<p>Problem: Required end-to-end analysis of real-world datasets to generate meaningful business insights and visual reports.</p> <p>Action: Performed data cleaning, analysis, and visualization using Python and Plotly Dash. Created interactive dashboards to communicate insights.</p> <p>Result: Delivered complete analytics workflow from raw data to business insights and dashboard visualization.</p> <p>Skills: Python, Plotly Dash, Jupyter Notebook, Data Visualization, Data Analysis</p>

Extracurriculars	
Active Member – Academic & Professional Societies (IIUI)	Participated in seminars, workshops, and student-led initiatives related to business analytics, technology, and professional development.
	Volunteer – University Events & Academic Programs Assisted in organizing academic sessions, awareness programs, and collaborative activities, demonstrating teamwork and responsibility.

Personal Details	
Location:	Pakistan
Profession:	Business Analyst
Marital Status:	Single
Languages Known:	English, Urdu