IMAD QURESHI

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PROFESSIONAL EXPERIENCE

WEATHERTECH, Bolingbrook, IL- *Automobile Accessories Company*   *Dec 2023– Present*
Business Analyst- *Responsible for creating the data analysis process for the entire company.*

- Proactively identified opportunities to enhance operational efficiency, optimize existing processes, and drive revenue growth through data-driven insights.
- Developed and implemented complex forecasting models to identify trends and make accurate predictions in many areas of the business.
- Translated raw data into visually engaging and informative reports, enabling stakeholders to grasp the implications at a glance using several visualization tools such as Power BI, Tableau and Google Data Studio.
- Collaborated with cross-functional teams to define and track ecommerce KPIs across platforms, ensuring data accuracy and consistency between Google Analytics, Salesforce, and other internal systems.
- Meticulously collected and scrutinized data from multiple sources to ensure a comprehensive understanding of the business landscape.

E-Commerce Data Analyst   *Nov 2022– Nov 2023*

- Developed and implemented Ad-Hoc customized dashboards and reports in Power BI, Tableau, and Google Analytics, providing real-time monitoring of key e-commerce metrics such as sales, conversion rates, and customer behavior.
- Conducted in-depth analysis of sales and customer data using multiple sources while identifying trends, patterns, and opportunities to improve customer segmentation, targeting, and personalization.
- Collaborated with cross-functional teams to define and track ecommerce KPIs across platforms, ensuring data accuracy and consistency between Google Analytics, Salesforce, and other internal systems.
- Contributed to the optimization of e-commerce processes, site performance, and user experience through data analysis and actionable recommendations.
- Implemented data cleaning processes to ensure the accuracy and integrity of the analyzed data.

TRANSITIONS CARE, Naperville, IL-*Hospice Company*   *May 2022– Nov 2022*
Operations Data Analyst-*Responsible for creating the first live dashboard and live reporting process for the company*

- Developed reporting/dashboards with Power BI and worked closely with executives to provide assistance in business operations and monitoring KPIs.
- Established and managed database tables to uphold data integrity, ensure efficient storage, and optimize performance for operational analysis.
- Simplified and organized data mappings to enhance ETL and reporting capabilities using Azure Data Factory's features, enabling seamless data transformation and the development of insightful reporting mechanisms.
- Collaborated seamlessly with cross-functional teams, leveraging strong communication and interpersonal skills to drive operational enhancements and ensure alignment with organizational goals
- Designed, developed, and maintained multiple BI systems such as data warehouses, dashboards, and reporting systems.

Marketing Data Analyst   *Feb 2022– May 2022*

- Conducted comprehensive market research to identify potential locations for marketing campaigns, considering demographics, consumer behavior, and competitive landscapes.
- Developed data models and visualizations in Power BI, presenting complex information in a clear and concise manner for strategic planning.
- Designed and implemented geographic information system (GIS) mapping for targeted marketing campaigns, optimizing outreach efforts.
- Prepared and delivered regular reports and presentations, communicating insights and recommendations to both technical and non-technical audiences.
- Created and maintained marketing performance dashboards, providing real-time visibility into key metrics and campaign effectiveness.

EDUCATION

UNIVERSITY OF ILLINOIS AT CHICAGO   *December 2021*
Bachelors– Information Decision Science (Data Analytics)

- Honors College

SKILLS/CERTIFICATIONS

- **PL-300 Certification- Microsoft Power Bi Data Analyst**
- *Skills: SQL, Python, JavaScript, R,Azure, and Microsoft Excel,Tableau,Google Analytics,Salesforce, Power BI,ETL*