

# SHGUFTA PATHAN

Business Data Analyst

Email: shagufta.pathan048@gmail.com | Phone: +1 (437) 318-9448 | Address: Toronto, ON, Canada | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

## PROFESSIONAL SUMMARY

Business Data Analyst with experience in building scalable dashboards, data engineering workflows, and requirement analysis. Skilled in Azure ecosystem (Data Factory, Databricks, Synapse, AI Foundry), Python, Excel, SQL-based data validation, and ETL automation. Adept at aligning reporting with business goals, collaborating across teams, and automating insights for real-time performance monitoring. Certified in Google, Microsoft, and IBM programs via Coursera.

## TECHNICAL SKILLS

- Visualization & Reporting:** Power BI (DAX, RLS, Dataflows), Tableau, Excel, Dashboards, KPI Tracking, Report Automation
- Programming & Analytics:** Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, NLP), PySpark, Spark SQL, RFM, Clustering
- Databases & ETL:** MySQL, PostgreSQL, SQL Server (SSIS), Data Mapping, Profiling, Transformation, Classification, Modeling
- Cloud & Warehousing:** Azure (DB, Data Factory, Synapse, Databricks), AWS, Snowflake
- AI/ML:** NLP (sentiment analysis, summarization), Generative AI (RAG pipelines, LLM integration), Chatbots
- Documentation & Workflow:** BRD, FRD, SRS, STTM, Use Cases, User Stories, Acceptance Criteria, Data Flow Diagrams, Process Mapping, Data Privacy, Security Compliance (HIPAA, GDPR, PII) & Testing (SIT/UAT)
- Project Knowledge:** SDLC, Agile, JIRA, Confluence

## PROFESSIONAL EXPERIENCE

### Business Data Analyst

Websitevala – IT Solutions

08/2023 – Current

Blackburn, UK

- Designed and maintained Power BI and Tableau dashboards with Row-Level Security (RLS) for KPI tracking and customer analytics, supporting weekly meetings and informed decisions.
- Developed scalable ETL pipelines using Azure Data Factory and Databricks to consolidate data from order management and CRM systems, enabling near real-time reporting.
- Automated data quality checks and fraud detection using Python, SQL, and Excel, flagging refund abuse, duplicate orders, and mismatches - saving over \$9,000 annually.
- Collaborated with AI/ML engineers to design Generative AI use cases (document summarization, chatbot automation, and NLP feedback analysis) using Azure OpenAI and RAG Pipeline.
- Created a secure SQL database using SSIS to centralize customer data; applied NLP and RFM in Python for customer segmentation and feedback analysis, increasing engagement by 28%.
- Developed and maintained comprehensive system documentation (BRD, FRD, SRD) and mapped business processes and data flows to improve transparency, reduce integration errors, and support continuous system improvements.
- Designed and optimized Snowflake-linked dataflows in Power BI using advanced SQL to improve performance and reduce report latency.
- Performed SQL data profiling and validation to identify quality issues, ensuring completeness, accuracy, and consistency across source and target systems.
- Integrated APIs for real-time data ingestion and automated reporting in Power BI, contributing to a 44% increase in revenue and 22% boost in conversions over 18 months.
- Performed SIT and UAT testing by executing test cases, logging defects, and refining acceptance criteria.

### Data Analyst / Head

### Data Analyst / Coordinator

AESL- Aakash Educational Services Limited

02/2023 – 08/2023

08/2018 – 01/2023

Vadodara, India

- Built Power BI dashboards for performance tracking, student retention, and curriculum optimization, improving visibility into operational & academic KPIs.

- Managed the team of 16 members to align with compliance goals, tracked workflows, and provided reports that contributed to achieving ahead-of-target performance for two consecutive quarters.
- Analyzed 1,500+ student feedback forms and 250+ support tickets per term to identify trends in complaints and satisfaction, driving targeted curriculum improvements and boosting faculty responsiveness by 87%.
- Developed custom Excel PivotTable reports to analyze test results, enabling early identification of at-risk students and increasing intervention success rates and student engagement to 95%.
- Designed automated Power BI data models with role-level security (RLS) and using DAX to provide department- and branch-specific access, safeguarding sensitive student and academic data while enabling tailored insights.
- Oversaw AWS based data migration, standardizing ingestion, profiling, and reporting for multi-branch academic operations.
- Standardized and automated student performance data ingestion from multiple branches using Excel, reducing processing time and ensuring consistency across regional reporting systems.

## **Business Data Analyst**

Jamadar Bricks Mfg. Co.

05/2015– 07/2018

Bharuch, India

- Designed Excel-based dashboards to monitor logistics, workforce productivity, and inventory for 300+ vehicles driving up to 40% improvement in operational KPIs and cost efficiency.
- Developed and managed digital logbooks to record contract milestones, employee shift data, bricks wastage and equipment usage, improving compliance and operational efficiency.
- Coordinated with vendors and staff to monitor contract terms, renewals, and performance metrics, helping ensure timely renewals and fewer supply delays.

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## **CERTIFICATIONS**

- Data Analyst (IBM)
- Python for Data Science, AI & Development (IBM)
- Power BI Data Analyst (Microsoft)
- Data Analytics (Google)
- Project Management (Google)

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## **EDUCATION**

**Master of Science – Microbiology | Maharaja Sayajirao University | Vadodara, India | 2015**

Research Analytics | Genetic Engineering

**Bachelor of Science - Medical Technology | Veer Narmad South Gujarat University | Surat, India | 2013**

Biostatistics | Instrumentation