JAN MUHAMMAD

LinkedIn

Pakistan, Mardan
Janmuhammad0016@gmail.com
+92 344 540 1994

I am a dedicated and analytical data analyst with a strong academic background in statistics and hands-on experience across a range of data science tools and technologies such as R, Power BI, and SQL. My work spans projects in health care analytics, sales reporting, and predictive modeling, with a focus on transforming raw data into clear, actionable insights. My core strengths lie in data cleaning, statistical modeling, data visualization and making interactive dashboards, where I thrive on uncovering trends and supporting evidence-based decision making. I enjoy working collaboratively, translating complex data into meaningful stories for both technical and non-technical audiences. I am now seeking an exciting new opportunity where I can apply my analytical skills, grow professionally, and contribute impactful, data driven strategies.

Skills and Experience

- **Data Analysis & Visualization:** Proficient in transforming raw data into actionable insights using tools such as Python, R, SQL Power BI, and Excel. Experienced in creating interactive dashboards and comprehensive visual reports that support data-driven decision-making across various business functions.
- **SQL & Database Management:** Strong command of SQL for querying, cleaning, and managing large datasets. I am skilled in writing complex joins, subqueries, and CTEs to support efficient data extraction and business intelligence workflows.
- **Statistical Modeling:** Experienced in applying statistical techniques including regression analysis, hypothesis testing, and chi-square analysis to uncover patterns, validate hypotheses, and support predictive analytics projects.
- **Machine Learning Application:** Hands-on experience building classification models using logistic regression, decision trees, and ensemble techniques (e.g., Random Forest). Capable of tuning hyperparameters, managing imbalanced data with SMOTE, and validating model performance using ROC, confusion matrix, and F1 score.
- **Data Cleaning & Preparation:** Meticulous approach to handling missing values, outliers, and categorical variables. Skilled in using packages like dplyr, tidyr, and recipes in R to prepare datasets for robust analysis.
- **Power BI Reporting:** Developed end-to-end Power BI dashboards for business use cases such as sales performance tracking, and marketing insights for the Food & Beverage industry. Able to use DAX functions to build dynamic metrics and KPIs for real-time reporting.

Work Experience

Internship
CodeX *India, Remote Jun 2025 – Aug 2025*
Data Analyst Intern

CodeX, a German beverage company, launched its energy drink in 10 Indian cities to boost brand awareness and market share. I analyzed 10,000 survey responses to deliver actionable marketing insights for targeted campaigns
- Built a fully interactive Power BI dashboard using survey datasets to extract insights related to demographics, brand perception, consumer preferences, and purchasing behavior.
- Conducted advanced data modeling and DAX-based KPI calculations to compare energy drink preferences across age, gender, price expectations, packaging choices, and city tiers.
- Identified key business opportunities including targeting youth aged 15–30 via online ads, and product availability as a critical sales factor.
- Created and presented strategic marketing recommendations including influencer marketing, dynamic pricing by region, limited-edition packaging, and brand ambassador suggestions (e.g., Virat Kohli, Neeraj Chopra).
- Practiced MySQL alongside Power BI for comparative data analysis, supporting versatility in tool usage.

Project Experience
AtliQ Technologies *India, Self-Initiated Project Jan 2025 – Jun 2025*
Data Analyst

Collaborated on a real-world business challenge to improve sales visibility and enhance data-driven decision-making at AtliQ Hardware. The role involved building an end-to-end business intelligence solution using Power BI and SQL to deliver actionable sales insights to stakeholders.
- Retrieved and integrated data from MySQL into Power BI, performing data cleaning, transformation, and validation using Power Query and DAX.

- Conducted a full ETL pipeline to prepare data for reporting, including multi-currency standardization for consistent financial analysis.
- Designed and implemented an interactive Power BI dashboard to visualize key performance indicators such as sales trends, profit margins, and market performance.
- Analyzed sales data across multiple regions, identifying top-performing and underperforming markets, which guided strategic planning.
- Utilized the AIMS grid for structured project management, ensuring clear deliverables, stakeholder alignment, and measurable impact.
- Identified Delhi NCR, Mumbai, and Ahmedabad as strategic high-revenue and high-profit zones, leading to targeted business actions.

Academic Project

Revealing Cardiovascular Risk Predictions: A Comparative Analysis of Decision Tree and Logistics Regression *Oct 2023 – Aug 2024*
Abdul Wali Khan University Mardan

As part of my final year BS Statistics degree, I led an academic research project focused on predicting heart disease using logistic regression and decision tree models. The project involved a full data science workflow including data preprocessing, model development, and performance evaluation.
- Cleaned the dataset by handling missing values, normalizing numerical features.
- Created dummy variables for categorical predictors such as sex, chest pain type, and thalassemia.
- Applied logistic regression and decision tree models to classify heart disease presence.
- Performed chi-square tests to evaluate independence between categorical variables and the target variable.
- Evaluated model performance using confusion matrix, accuracy, sensitivity, specificity, and ROC-AUC curve.
- Found critical predictors such as chest pain (asymptomatic), thalassemia (reversible defect), number of major vessels, and male sex.
- Logistic regression showed better classification performance than decision tree based on ROC-AUC and accuracy.

Education & Certifications
- **Bachelor of Studies in Statistics,** Abdul Wali Khan University Mardan, 2025
- **Diploma in Information Technology,** The Eagle Institute Mardan, *2023.*
- **Diploma in Commerce,** Government College of Management Sciences Mardan, *2019*