MOHAMMED FAYD F
Data Analyst | Business Analyst
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SUMMARY

Business Analyst & Data Analyst with skills in requirements gathering, KPI design, SQL/Python analytics, dashboard development, process mapping, and forecasting. Experienced in converting business requirements into analytical solutions, improving reporting workflows, and generating insights that support operations, marketing, sales, and product teams. Adept at building Power BI dashboards, optimizing ETL processes, evaluating KPIs, and supporting data-driven decision-making in fast-paced UAE environments.

SKILLS

Business Analysis: Requirements Gathering · BRD/FRD · Functional Specifications · User Stories · AS-IS/TO-BE Mapping · Gap Analysis · Process Improvement · Workflow Optimization · UAT Support · Root Cause Analysis
Data Analytics: SQL · MySQL · PostgreSQL · Python (Pandas, NumPy) · Power BI · DAX · Power Query · Data Modelling · Forecasting · Trend Analysis · KPI Reporting · ETL Concepts
Tools: Excel (Advanced Formulas, Pivot Tables, Dashboards) · Power BI Service (RLS, Scheduled Refresh) · JIRA · Confluence · Salesforce CRM · Zoho CRM · Lucidchart · GitHub
Industry Keywords: E-commerce Analytics · Retail Insights · Customer Behaviour Analysis · Marketplace Performance · Operational Reporting · Performance Metrics
Soft Skills: Stakeholder Communication · Documentation · Critical Thinking · Insight Interpretation · Problem Solving · Cross-Functional Collaboration

PROJECTS

Customer Shopping Behaviour Analysis — Business Insights Project
Power BI, SQL, Python, Excel

- Analysed 3,900+ UAE customer transactions to identify behaviour patterns, profitability segments, and revenue drivers.
- Built interactive Power BI dashboards for product mix, discounts, cohorts, and market trends, reducing reporting time by 20%.
- Supported marketing and commercial teams with actionable insights for targeting and segmentation.

Amazon E-Commerce Analysis (BA/DA Integrated Project)
SQL, Python, Excel, Power BI

- Documented business KPIs, data sources, and reporting logic for e-commerce marketplace analysis.
- Developed SQL-powered pipelines to analyze sales trends, SKU performance, marketplace efficiency, and operational KPIs.
- Automated BI reporting with Power BI + SQL, reducing manual reporting time by 25%.

Bike Store Sales Analysis — SQL

- Created a full relational database replicating UAE retail workflows.
- Applied joins, CTEs, window functions, CASE logic to uncover trends in sales, demand, seasonality, and store performance.
- Enhanced insight generation speed by 30% through optimized queries.

WORK EXPERIENCE

Data Entry Operator — Spare House

Apr 2025 – Sept 2025

- Cleaned, validated, and standardized operational datasets, improving accuracy for BI dashboards and analytical reporting.
- Identified data gaps and workflow inefficiencies, providing root-cause analysis that reduced manual rework by 20%.

INTERNSHIP EXPERIENCE

Business Analyst Intern | Jan 2025 – Mar 2025

- Analysed market trends, customer behaviour, and sales datasets using SQL and Python to support product and marketing decisions.
- Conducted requirement gathering and translated analytical insights into KPI definitions, reporting requirements, use cases, and structured BA documentation.
- Used predictive analytics and forecasting to evaluate KPIs such as acquisition, retention, and ROI, enabling more data-driven planning.

Predictive Analytics Intern | Jun 2024 - Aug 2024

- Applied predictive modelling, trend forecasting, and statistical analysis using Python (Pandas) and SQL to identify behaviour patterns and demand fluctuations.
- Built Power BI and Excel KPI dashboards to visualize segmentation, performance trends, and conversion insights.
- Cleaned and transformed datasets to support data modelling, segmentation analysis, and ROI optimization for business teams.

EDUCATION

Bachelor of Business Administration 2022-2025
Mahatma Gandhi University, India

CERTIFICATIONS

- IBM Business Analyst – Coursera
- Prompt Engineering - Coursera
- Microsoft Generative AI for Data Analytics – Coursera
- Google Business Intelligence - Coursera

ADDITIONAL INFORMATION

- Visa Status: Visit Visa
- Availability: Ready to join immediately
- Languages: English (Fluent), Malayalam (Native), Tamil (Fluent), Hindi (Intermediate)