

FATHIMA LUJAIN

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Portfolio:- <https://lujaiinnn.github.io/portfolio/>



SUMMARY

Data Analyst with **1.5+** years of real-world experience analyzing business data and building actionable dashboards. Proficient in **Excel (VLOOKUP, PivotTables, VBA)**, **SQL**, and **Python (Pandas, Scikit-learn)**. Created BI dashboards in **Power BI** and **Tableau** to visualize **KPIs** and uncover trends. Experienced in **Machine Learning** techniques including **regression**, **classification**, and **clustering**. Passionate about turning complex data into business insights that drive smarter decisions.

EXPERIENCE

Data Analyst (Freelance Projects) (Aug 2024 – current)

- Analyzed **sales** and **customer data** for 3+ clients using **SQL** and **Python**, reducing churn by 15% through **predictive modeling**.
- Built 5+ interactive dashboards in **Power BI** and **Tableau** that improved **KPI visibility** for small businesses.
- Presented findings to **stakeholders** with **non-technical backgrounds**, driving actionable **business decisions**.

Data Analyst Intern – Techolas Technologies, Ernakulam (Sep 2024 – June 2025) - (10 mos)

- Worked on real-world data analysis projects using **SQL**, **Python (Pandas, NumPy)**, **Tableau**, and **Power BI**.
- Comfortable and efficient in writing complex **SQL queries** to extract, clean, and manage large datasets.
- Performed **EDA** to uncover trends, patterns, and insights, and presented them through clean, visual dashboards.
- Used **Tableau** and **Power BI** to create dashboards that tracked performance metrics and KPIs.

MIS Analyst – Doha Trading & Contracting, Calicut (Mar 2024 – Sep 2024) - (8 mos)

- Built interactive dashboards and automated reports using **Excel** tools including **PivotTables**, **charts**, and conditional formatting.
- Applied formulas like **VLOOKUP**, **HLOOKUP**, **INDEX-MATCH**, and used **data validation** to streamline data entry and improve efficiency.
- Created and maintained **MIS reports** integrating CRM and financial data to support management decisions.
- Used **Excel VBA (Macros)** to automate repetitive tasks, speeding up reporting and reducing manual errors.

EDUCATION

- Master of Commerce** – Sreenarayanaguru Open University (2024 – 2026, ongoing)
- B.Com in Computer Applications** – Calicut University (2021 – 2024)

SKILLS

- Data Tools:** Excel (PivotTables, VLOOKUP, VBA), Power BI, Tableau
- Programming & Analysis:** Python (Pandas, NumPy, Scikit-learn), SQL
- ML Techniques:** Regression, Classification, Clustering, EDA, Feature Engineering
- Databases & Platforms:** SQL Server, MS Access, Oracle, Git, Jupyter, VS Code

PROJECT EXPERIENCE

- Sales and Profit Dashboard** (*Power BI*): Visualized regional sales and product-wise profitability, helping business units identify growth opportunities.
- Insurance Cost Prediction** (*Python, Scikit-learn*): Built regression models to forecast insurance charges, improving pricing strategy accuracy by identifying key cost drivers.
- Customer Segmentation** (*Python, K-Means Clustering*): Clustered customer data to identify high-value segments, enabling targeted marketing campaigns.
- Global Food Wastage Dashboard** (*Tableau*): Highlighted food waste by country and category, providing actionable insights for policy interventions and reduction strategies.
- Sales & Profit Dashboard** (*Excel, PivotTables, Charts*): Automated analysis of regional sales and trends, reducing manual reporting time and improving visibility for management.
- Project Links:-** [Projects & Blog reports / Github](#) - <https://lujaiinnn.github.io/portfolio/>

ACHIEVEMENTS

- Created a **Power BI dashboard** that reduced weekly reporting time by **60%**.
- Automated **Excel reporting process** using **VBA**, saving **10+ hours/month**.
- Departmental Secretary** – Commerce Dept (2023–24): Led events & communications for 200+ students.
- NSS Volunteer** – MAMO College (2021–23): 120+ hrs in service and awareness programs.

REFERENCE

References available upon request.