

## MAHAMMAD ARSHAD AYUB SHAIK

[mahammadarshadayub@usf.edu](mailto:mahammadarshadayub@usf.edu) | +1 8137051103 | [linkedin.com/in/arshad-ayub01](https://www.linkedin.com/in/arshad-ayub01) | Ready to relocate to any location.

### WORK EXPERIENCE

#### Senior Data Analyst – Accenture, Hyderabad - India

Dec 2021 – Jul 2023

- Employed advanced statistical analysis, including regression and hypothesis testing, to strategically tackle complex business issues, resulting in a systematic resolution of challenges with quantifiable impact.
- Developed and implemented a data analytics dashboard, contributing to a notable 18% reduction in customer acquisition costs. The dashboard facilitated informed decision-making and optimized resource allocation.
- Enhanced data integrity through meticulous quality assurance checks, ensuring the accuracy and reliability of critical business information. Reduced data discrepancies by 12%.
- Documented each stage of the data journey, creating a comprehensive map that not only facilitated current processes but also provided a roadmap for future exploration and analysis, streamlining data-driven decision-making.

#### Data Analyst – Accenture, Bangalore - India

May 2019 – Nov 2021

- Discovered hidden patterns and trends in complex datasets, extracting actionable insights.
- Transformed raw data into a refined format, ensuring accuracy and consistency.
- Navigated databases adeptly, orchestrating data extraction, transformation, and loading to optimize query performance metrics, resulting in a 12% reduction in data retrieval times.
- Crafted compelling data visualizations using tools like Tableau and Power BI.
- Collaborated seamlessly with cross-functional teams, from business analysts to data engineers.
- Stayed current with industry trends, attending conferences, and evolving data landscapes.
- Leveraged SQL, Python, R, and Excel for in-depth data analysis and reporting.
- Earned 'The ACE Award' from Accenture for outstanding performance.

### TECHNOLOGY STACK

Languages	:	Python, SQL, R
Tools	:	Azure Data Studio, GitHub, ServiceNow, Microsoft Teams, Outlook, Slack
Cloud & Databases	:	AWS, Oracle, Azure, MongoDB, MS SQL Server
Frameworks	:	PySpark, Scikit-learn
Soft Skills	:	Leadership, Flexible, Empathy
Visualization Tools	:	Tableau, Excel, PowerBI

### PROJECTS

**Title:** "Analysis of Leading E-commerce Client's Retail Sales Data for Market Insights"

**Description:** This project involved a comprehensive analysis of retail sales data, with key contributions including:

- Cleaned and preprocessed intricate sales datasets, ensuring data quality and consistency, resulting in a 14% improvement in data accuracy.
- Conducted exploratory data analysis (EDA) to uncover sales trends, customer behavior, and product performance, leading to the identification of 19% sales growth in specific product categories.
- Utilized customer segmentation techniques to tailor marketing strategies for different customer groups.
- Identified top-selling clothing items, popular categories, and trends, optimizing inventory, and merchandising strategies, leading to a 23% reduction in excess inventory costs.
- Developed predictive models to forecast demand for specific clothing items, reducing inventory costs and stockouts.
- Delivered actionable recommendations for business improvement, resulting in the implementation of key strategies, and contributing to an 11% increase in overall sales revenue.

### EDUCATION

**Master of Science in Business Analytics and Information Systems**

University of South Florida – FL, USA

**Aug 2023 – Dec 2024(Exp.)**

Grade: **3.77 / 4**

### CERTIFICATIONS

- AWS Solutions Architect Associate - C02
- ITIL 4 Foundation