

# MALIK ABDUL MANNAN

## DATA ANALYST

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### PROFESSIONAL SUMMARY

Detail oriented and passionate **Data Analyst Intern** with a strong foundation in **MySQL, Python, and Power BI**. Dedicated to transforming complex datasets into clear, visual stories that drive business growth. Proven ability to clean messy data and build interactive dashboards that simplify decision making. Eager to apply my analytical mindset to solve real-world business challenges and contribute to data-driven strategies.

### PROJECTS

#### Project 1: HR Analytics Strategic Retention Dashboard (Python, Power BI & MySQL)

- **Developed** an interactive Power BI dashboard to analyze employee attrition patterns among 1,000 employees, achieving a clear visualization of a **15.20% Attrition Rate**.
- **Visualized** key metrics including total attrition count (152), average salaries (\$9.11K), and department wise turnover using Bar Charts, Pie Charts, and **Area Charts**.
- **Identified** a critical business insight: **49.34% of attrition** occurs in the Low Salary bracket, providing data driven evidence for retention strategies.
- **Analyzed** tenure trends to discover a major turnover spike in the **first year of employment**, highlighting the need for improved onboarding processes.
- **Logic Implementation:** Applied **NumPy np.where** logic in Python to model employee attrition and used **Advanced DAX** in Power BI for dynamic salary binning and measure calculations.
- **Data Wrangling:** Utilized **Pandas** for structured data frame creation, cleaning, and exporting processed data to CSV for downstream visualization.

#### Project 2: Pizza Sales Performance Analysis (MySQL & Power BI)

- **Analyzed** business data for a pizza store, processing **21K+ total orders** to generate insights on a total revenue of **\$817.86K**.
- **Developed** a comprehensive dashboard to monitor KPIs like **Average Order Value (\$38.31)** and **Average Pizzas Per Order (2.32)**.
- **Visualized** sales distribution across categories (Classic, Supreme, Veggie, Chicken), identifying that the 'Classic' category contributes the highest to total volume.
- **Created** time-series visualizations to track daily and monthly order trends, enabling the business to identify peak sales hours and seasonal demand.
- **Used Power Query** to clean messy sales data and **DAX** to calculate complex measures for real-time reporting.

#### Project 3: Medical Warehouse Inventory & Financial Intelligence (End-to-End Analytics)

- **Data Synthesis & Engineering:** Utilized **Python (NumPy & Pandas)** to generate and clean a large-scale synthetic dataset of medical transactions, ensuring data integrity and realistic business scenarios.
- **Database Management:** Migrated processed data to **MySQL**, performing complex SQL queries to structure tables for efficient retrieval and reporting.
- **Inventory Optimization:** Developed a Power BI dashboard managing a **751.88M inventory value** and tracking a **671M total investment** for brands like Abbott, Glaxo, and Bayer.
- **Financial & Recovery Analytics:** Engineered **DAX measures** to track **1.47M in sales** and monitor the **Investment Recovery Phase**, visualizing the gap between capital expenditure and revenue.
- **Automated Insights:** Created an **Expiry Tracking system** to identify upcoming product expirations and interactive city-wise profitability maps for Karachi, Lahore, and Hyderabad.
- **Advanced Visualization:** Implemented interactive features, including cross-filtering and synchronized slicers for Brand and Generic names, to enable deep-dive analysis of product performance.

## EDUCATION

### UNIVERSITY OF KARACHI (UBIT)

Bachelor of Science in Software Engineering (BSSE)

Feb-2025 - Present

## TECHNICAL SKILLS

**Languages:** Python (Pandas, NumPy, Matplotlib), **SQL (MySQL)**

**Databases:** MySQL (Joins, CTEs, Data Schema Design, Query Optimization)

**Visualization:** Power BI (DAX, Power Query, Interactive Dashboards)

**Tools:** MS Excel, Jupyter Notebook, VS Code, **MySQL Workbench**