Name : MALIK ABDUL MANNAN

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Education

UNIVERSITY OF KARACHI (UBIT)   Expected Dec2028
Bachelor of Science in Software Engineering (BSSE)
Relevant Coursework:[Programming Fundamentals, Introduction to ICT, Statistics,OOP,]

PECHS EDUCATION FOUNDATION KARACHI(ENGINEERING)   **May 2024**
72%

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.
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TECHNICAL SKILLS

Languages: Python (Pandas, NumPy, Matplotlib)
Databases: Joins, CTEs, Data Schema Design).
Visualization: Power BI (DAX, Power Query, Interactive Dashboards)
Tools: MS Excel, Jupyter Notebook, VS Code, Google Docs