**Mohmmad Ayaan Alam**

| **Data Analyst** | **+91 6202741771** | [**mr.ayaan.dev@gmail.com**](mailto:mr.ayaan.dev@gmail.com) | [**Portfolio**](https://codebasics.io/portfolio/Mohammad-Ayaan-alam)[**|**](http://www.linkedin.com/in/mohammad-ayaan-alam-473187232)[**LinkedIn**](http://www.linkedin.com/in/mohammad-ayaan-alam-473187232) **|** [**GitHub**](https://github.com/mohammadayaan07)|

**EDUCATION:**

**Nalanda Open University , Patna India July 2024**

*Pursuing Post Graduation, MCA*  **SKILLS:**

**Analytical Tools: Programming Languages: Database:**

Numpy & Pandas & Matplotlib Python MySQL

Power BI C Language

Advanced Excel SQL (Structured Query Language)

**WORK EXPERIENCE:**

**Internship at AtliQ Technologies | Virtual –** [Power BI | SQL | Excel | PowerPoint ][**Link**](https://codebasics.io/certificate/CB-VI-56-158320) **July-Aug 2023**

* Created Power BI, Excel, and SQL reports for sales and insurance, handling extensive datasets and crafting client mockups for effective communication.
* Expertly harnessed DAX queries to extract essential KPIs and reduce file size by efficiently utilizing Power Query. Conducted multiple queries to retrieve data from MySQL, enhancing data retrieval capabilities.

**PROJECTS:**

**Diwali Sales Analysis –** [ Python | Numpy | Pandas | Matplotlib ] [**Github**](https://github.com/mohammadayaan07/Diwali-Sales-Analysis) **December 2023**

* **Analyzed** sales data of **11,000+ rows** to uncover patterns and trends during the Diwali festival season.
* Engineered a data manipulation solution using Python's Pandas library, optimizing data processing time by **50%** and enabling timely decision-making for stakeholders

**Business Insight 360** [Power BI | SQL | Excel | Dax Studio] [**View Report**](https://app.powerbi.com/view?r=eyJrIjoiZDcwZTE5MzktOTIxMy00ODg2LWJmNzMtNGZhNzc1YWU5MGMyIiwidCI6ImM2ZTU0OWIzLTVmNDUtNDAzMi1hYWU5LWQ0MjQ0ZGM1YjJjNCJ9&pageName=ReportSection0e765c0061580b067c73) **September 2023**

* Customized A Multi-Functional Power BI Dashboard to Analyse Atliq Hardware's Sales Trends Over the Global Market by Gathering Data From **2 Different Sources** (Excel/CSV Files and A SQL Database).
* Built Data Models and Visualizations in Power BI, And Optimized the Report with DAX Studio Which Improved the Performance of The Report **By 5%.**
* The Dashboard Enabled Atliq Hardware to Analyse Different Department Sales Trends and Make Data-Driven Decisions, Leading to A **Projected 10%** Revenue Acceleration And **20% Reduction** in Data-Related Expenses.

**Shield Insurance** - [Power BI | Excel | MS-PowerPoint ] [**View Report**](https://app.powerbi.com/view?r=eyJrIjoiMTBmMjViMWYtMTI3Yi00YTg1LWE4ZTYtZjYwYjI0YTIxZjYyIiwidCI6ImM2ZTU0OWIzLTVmNDUtNDAzMi1hYWU5LWQ0MjQ0ZGM1YjJjNCJ9&pageName=ReportSectionf386028f99c3dc855dc8) **October 2023**

* Developed three critical dashboards for revenue analysis, age group impact assessment, and sales mode profitability, enhancing the company's **data-driven decision-making**.
* My intuitive Power BI dashboards clarified business **growth by 10%**, contributing significantly to the company's overall success.

**Hospitality Revenue Insights -** [Power BI] [**View Report**](https://app.powerbi.com/view?r=eyJrIjoiY2E2YzM2NmItMjE2ZC00ODdkLTgxMmYtNGJlMDU5ODJmNzM2IiwidCI6ImM2ZTU0OWIzLTVmNDUtNDAzMi1hYWU5LWQ0MjQ0ZGM1YjJjNCJ9) **November 2023**

* Comprehensive Market and Competitor Analysis to identify key factors behind a **20% decline** in Market Share and Revenue
* Optimized Online Presence and Booking Channels, resulting in a **30% increase** in online bookings and a **20% decrease** in booking abandonment rate
* Regained a **10% increase** in Market Share and Revenue within six months

**CERTIFICATIONS :**

* Secured a 5-star Gold badge in [**HackerRank**](https://www.hackerrank.com/certificates/073c57d75522) for SQL.
* [**Data Analytics Bootcamp**](https://codebasics.io/panel/certificates) [|](https://codebasics.io/panel/certificates)FromCodeBasics & Naresh IT| Skills: Power BI, Excel, SQL Python, Data Analysis.
* [**Data Analytics and Visualization Accenture**](https://drive.google.com/file/d/14hSlci5MFaD3I8z-Z_MPS11Ynwz5v283/view?usp=sharing) Virtual Experience Participant with Forage.
* [**Power BI Virtual Case Experience Pwc**](https://drive.google.com/file/d/11J1NGhUSk7IYkAYQhGW1T962XZLfaI_0/view?usp=sharing) Virtual Experience Participant with Forage**.**