

Mahboubeh (May) Salimi

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**Work permit:** Fully authorized to work in Italy and EU without sponsorship

Education

**Master's Degree in Finance and Economics |** (2018-2021)  
*Università degli Studi di Milano*

**Bachelor of Science: Financial Management |** (2006-2010)  
*University of Tehran – Tehran*

Professional Summary

- I am a data/business analyst with over two years of experience in data analysis, visualization, and SQL Server development.
- Passionate about the power and impact of data in driving business decisions and performance improvements.
- Highly skilled in Power BI—designing interactive dashboards by combining data from multiple sources, implementing row-level security (RLS), and publishing reports to Power BI Service with scheduled gateway refresh.
- Proficient in SQL and Excel for analysing website performance, evaluating marketing channels, and tracking product profitability.
- I hold a Master's degree in Finance and have worked in both analytical and client-facing roles across financial services.
- Experienced in interpreting data, identifying trends, and communicating insights effectively to stakeholders.
- I am a collaborative team player, accountable, and skilled in problem-solving within cross-functional environments.

Core Competencies & Skills

Skill Area	Description / Tools
Data Analysis	SQL, Excel, and Power BI for analysing traffic, sales trends, ROI, and user behaviour.
Dashboarding & BI	Power BI: building interactive, multi-source dashboards with Power Query, DAX, and RLS
Advanced Excel	XLOOKUP, FILTER, Pivot Tables for automation and reporting.
ETL & Data Tools	Familiar with SSIS, SSRS for data integration; basic understanding of Azure Data Factory.
Python	Familiar with Pandas and NumPy

Languages

- Italian: B2
- English: C1

Certifications

- MySQL for Data Analysis | Udemy
- Advanced Excel Formulas & Functions | Udemy
- Power BI Essentials | Udemy

## Professional Experience

Modiseh – E-commerce Company | Tehran, Iran | 2022–2025

Data / Business Analyst | 2 years

- Conducted marketing and traffic source analysis using SQL and Excel, optimizing ad spend and identifying underperforming channels.
- Tracked key website KPIs (conversion rate, bounce rate, session duration) and built Power BI dashboards to guide UX and product decisions.
- Analyzed seasonal trends and sales performance to support demand forecasting during high-impact events like Black Friday.
- Assessed product-level profitability, combining customer feedback and sales data to remove low-performing SKUs and increase margins by 8%.
- Automated weekly reporting through dynamic Excel dashboards using advanced formulas (XLOOKUP, FILTER).

Unicredit, Milano - Internship | 2022

(Digital and Operations HR Strategic Partner) | 6 months

- Managed and organized employee data with strict attention to accuracy and confidentiality.
- Used Excel (Power Query, Pivot Tables) to clean and analyze HR data, and created presentations to communicate strategic insights.
- Supported talent acquisition by contributing to 300+ interviews, drafting job descriptions, and conducting initial candidate screenings and shortlisting based on role requirements.

Mellat Bank | Tehran, Iran | 2011 - 2018

Credit Analyst | 4 year

- Conducted in-depth financial and credit data analysis using Excel to evaluate client solvency, liquidity ratios, and debt servicing capacity.
- Built and maintained automated Excel models for credit scoring, repayment simulations, and portfolio risk tracking.
- Analyzed historical loan performance and default patterns to support data-driven policy adjustments and early warning systems.
- Generated regular credit portfolio reports with KPIs and trends, enabling management to monitor sector exposure and credit limits.
- Collaborated with IT and reporting teams to improve data accuracy and streamline credit data workflows within internal systems.
- Used data insights to support strategic decisions on loan structuring, customer segmentation, and risk mitigation initiatives.

Mortgage Loan Officer | 3 years

- Analyzed 50+ financial statements monthly to assess creditworthiness and support lending decisions with structured reports.
- Reviewed balance sheets, income statements, and cash flows to detect trends and potential risk factors.
- Applied key financial ratios to interpret data and deliver insights to stakeholders for informed credit evaluations.
- Standardized the financial review process to ensure consistent, data-driven loan assessments across