

# Mehwish Mukhtar

Data Analyst

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## PROFESSIONAL SUMMARY

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Data Analyst at Fortray Global Services Ltd with expertise in SQL, Python, Tableau, and Power BI. Developed performance dashboards and automated reports that increased data-driven decision-making efficiency by 30%. Enhanced data pipeline processes, supporting key business strategies and improving data accuracy.

## SKILLS

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- **Tools & Technologies:**  
Python (Pandas, NumPy, basic ML), SQL (MySQL, PostgreSQL), Power BI, Tableau, Advanced Excel (Power Query), R, Hadoop, Spark, Jupyter Notebook, GitHub, JIRA, Microsoft 365 (Outlook, Teams, SharePoint, OneDrive)
- **Processes:**  
Exploratory Data Analysis (EDA), KPI & Trend Tracking, Data Cleaning & Normalization, Statistical Forecasting, Predictive Modeling, Risk & Compliance Reporting, Workforce, Hypothesis Testing, Regression, Time Series, Agile & Process Optimization
- **Soft Skills:**  
Stakeholder Engagement, Communication, Critical Thinking, Problem Solving, Time Management, Attention to Detail, Teamwork in Agile Environments.

## TRAINING & CERTIFICATIONS

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- Salesforce Tableau Certificate for data analyst (Oct 2025)
- Google Data Analytics Professional Certificate – Coursera (Training)
- Business Analytics with Excel (Training)
- Programming Basics and Data Analytics with Python (Training)
- Data Analytics with R (Training)
- SQL (Training)

## EXPERIENCE

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### Junior Data Analyst Intern

Fortray Global Services Ltd, London, UK

Jun 2025 – Present

- Engineered and optimized complex SQL queries, improving data extraction speed by 30% for business-critical analysis.
- Executed data profiling and cleaning, enhancing dataset accuracy by 25% for reliable reporting.
- Designed and automated 15+ reports and dashboards using Excel, Power BI, and Looker, reducing manual reporting time by 40%.
- Analyzed A/B testing results, increasing experiment insight accuracy by 20% and effectively presenting findings to stakeholders.
- Translated business requirements into technical solutions through data modeling and visualization, accelerating project delivery by 15%.
- Collaborated with data engineers to streamline ETL workflows, boosting data pipeline efficiency by 35%.

## PROJECTS

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### Comparative Analysis of Bakeries' Performance Through Customer Review Analysis | Python, Google Colab

**Objective:** To evaluate and compare bakery performance through sentiment analysis of customer reviews.

**Tools & Technologies:** Python (Pandas, NumPy, NLP, Scikit-learn), Google Colab

**Process:**

- Collected and preprocessed customer review data from multiple sources for text analysis.
- Performed sentiment and keyword analysis using NLP techniques to extract key trends and customer satisfaction metrics.

**Result/Impact:** Generated actionable insights into customer preferences and performance indicators, guiding marketing strategies and improving overall business performance.

### Holbeach Weather Forecasting | R Programming

**Objective:** To perform time-series forecasting for weather prediction to support agricultural decision-making.

**Tools & Technologies:** R (tidyverse, forecast, ggplot2)

**Process:**

- Conducted statistical and time-series analysis on historical weather data.
- Developed visualizations to communicate forecast results effectively to stakeholders.

**Result/Impact:** Provided accurate weather forecasts and visual insights, enabling data-driven agricultural planning.

### **UK Crime Data Analysis Using Big Data Technologies | Python, Power BI, Jupyter Notebook**

**Objective:** To analyze and visualize long-term crime trends across the UK for better policy insights.

**Tools & Technologies:** Python (Pandas, NumPy), SQL, Power BI, Jupyter Notebook

**Process:**

- Cleaned, transformed, and analyzed over ten years of crime data using Python and SQL.
- Built interactive dashboards to visualize crime trends, hotspots, and category correlations.

**Result/Impact:** Supported data-driven decision-making by providing clear insights into crime distribution and long-term safety trends.

## **EDUCATION**

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**Master's in Data Analytics and Technologies | University of Bolton, United Kingdom | Sep 2023 – Sep 2024**

**MSc in Information Technology | University of Gujrat, Gujrat, Pakistan | Oct 2013 – Nov 2015**

**Associate Degree in Information Technology | University of Gujrat, Gujrat, Pakistan | Sep 2011 – Sep 2013**

## **REFERENCE**

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Reference would be provided upon request.