

# Mohd Fardeen Baig

## DATA ASSOCIATE

Results-driven Data Associate with experience in designing, developing, and deploying data-driven solutions. Proficient in Power BI, SQL, Looker Studio, and ETL processes, with a strong background in data visualization and reporting. Adept at collaborating with cross-functional teams, including finance, SEO, and web development, to support data-driven decision-making, optimize business performance, and streamline operations.



✉ mohdfardeenbaig@gmail.com

📍 Hyderabad, India

📞 7993523663

🌐 [linkedin.com/in/mohd-fardeen-baig-4ba38028a](https://www.linkedin.com/in/mohd-fardeen-baig-4ba38028a)

## WORK EXPERIENCE

### Data Associate Ealkay Consulting PVT. LTD.

09/2024 - Present

Hyderabad, India

Ealkay Consulting offers tailored solutions in strategy, finance, legal, and technology, helping businesses grow through data analysis, marketing, and web development.

#### Achievements/Tasks

- **Career Progression:** Promoted from Data Analyst Intern to full-time Data Associate and now serving as a **Team Lead**, managing and mentoring a team of two junior data analysts.
- **Data Analysis & Visualization:** Gained in-depth experience in analyzing, reporting, and visualizing business data using **Power BI**, **SQL**, and **Google Looker Studio**, enabling data-driven decision-making across multiple departments.
- **Dashboard Development:** Designed, deployed, and maintained **MIS dynamic dashboards** in Power BI to automate workflows, enhance operational efficiency, and track key performance indicators (KPIs)
- **Marketing & SEO Insights:** Created **real-time reports** in Looker Studio to measure campaign effectiveness, website traffic, and social media engagement, supporting the digital marketing team with actionable insights.
- **Cross-Functional Collaboration:** Worked closely with **marketing, SEO, and finance teams**, providing analytics support to refine outreach efforts, improve ROI, and streamline reporting processes.
- **Team Leadership:** Responsible for **task delegation, quality assurance**, and guiding junior analysts on best practices in data modeling, reporting, and stakeholder communication.

## EDUCATION

### Electronics and Communication Engineering Lords institute of Engineering and technology

06/2020 - 06/2024

Hyderabad, India, CGPA: 7.31

#### Courses

- **Technical Foundation & Learning:** Earned a Bachelor's in Electronics and Communications, gaining expertise in electronics, networking, and embedded systems through theoretical studies and hands-on projects.
- **Emerging Technologies & Data Analytics:** Exposure to IoT and wireless communication sparked my interest in data analysis, while my engineering background and experience with large datasets enabled a smooth transition into analytics.

## SKILLS

Power BI

SQL

Looker Studio

Talend

Advanced Excel

Data Visualization

Data Mining

Data Filtering

Time Management

Decision Making

Adaptability

## PERSONAL PROJECTS

### Power BI Reporting (06/2024 - 07/2024)

- I built a Power BI dashboard to analyze chocolate factory sales data. I extracted raw data from a website, cleaned, structured, and filtered it for accuracy. Using Power BI, I created interactive dashboards with key metrics, trends, and filters for better exploration. This project improved my skills in data extraction, transformation, and visualization, providing insights into sales performance and business trends.

## CERTIFICATES

### Power BI (06/2024 - 08/2024)

I completed a comprehensive Power BI certification on Udemy, focusing on data visualization, DAX functions, Power Query, and report building. Gained hands-on experience in creating interactive dashboards, transforming raw data, and integrating multiple data sources for business intelligence. This certification enhanced my ability to analyze and present data effectively, empowering data-driven decision-making.

### SQL Developer (06/2024 - 08/2024)

I Completed a certification in SQL Server at Durga Soft Technologies, Hyderabad, where I worked on multiple datasets and wrote complex SQL queries to obtain desired outcomes.

## LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Urdu

Full Professional Proficiency

Telugu

Limited Working Proficiency

## INTERESTS

Traveling

Food

Movies

Work

Songs

Exploring