**Mohammed Shadad Hossain**

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**PROFESSIONAL SUMMARY**

Results-driven Data Analyst with 5+ years of experience in data analysis, reporting, and business intelligence in retail and e-commerce. Holds a Master’s in Information Technology (Distinction), with expertise in business analytics, operational efficiency, and data-driven decision-making. Proficient in SQL, Power BI, and Excel for analyzing large datasets, uncovering performance trends, and delivering actionable insights to enhance operations, profitability, and processes. Recognized for a detail-oriented, analytical approach and delivering insights that boost commercial outcomes and ensure data accuracy.

**EDUCATION**

**University of Derby** **Derby, UK**

*Master of Science in Information Technology* ***(Distinction)*** **Jan 2023- Nov 2024**

* Relevant Modules: Business Analytics, Database Development, IT Project Management.

**Middlesex University Dubai**  **Dubai, UAE**

*Bachelor of Science in Information Technology* **(2:2) Jan 2012- June 2016**

* Relevant Modules: Database Management Systems, Professional Project Development and Management.

**SKILLS**

* **Financial Reconciliation & Reporting**: Expertise in **reconciliation, discrepancy resolution, and financial reporting, ensuring accuracy and compliance**
* **Data Analysis & Reporting**: Proficient in **SQL, Power BI, Excel (Advanced**)
* Root Cause Analysis: Skilled in identifying discrepancies and implementing corrective actions
* Business Intelligence & Visualization: Experienced in **KPI tracking, dashboards, and performance metrics** using Power BI and Excel
* Collaboration & Stakeholder Engagement: Strong teamwork and communication with internal and external stakeholders to resolve issues and improve processes
* Soft Skills: **Excellent attention to detail,** problem-solving, and **effective communication**

**WORK EXPERIENCE**

***Freelance Data Analyst (Retail and E-commerce Sector)*  Derby, United Kingdom Feb 2023– Feb 2024**

* Analysed large datasets on sales, inventory, and customer behaviour, delivering insights that shaped key business decisions, increasing sales by 20% and reducing excess stock by 10%.
* Produced weekly and monthly reports to track performance metrics such as sales, footfall, and basket size, providing recommendations that led to a 10% growth in sales.
* Leveraged SQL, Power BI, and Excel to extract, process, and visualize data, creating 20+ customized reports that streamlined processes and boosted stakeholder engagement by 20%.
* Collaborated with marketing and inventory teams to provide actionable insights, driving operational efficiency improvements of 15% and supporting commercial decision-making.
* Conducted detailed root cause analysis to identify operational inefficiencies, implementing strategies that saved £25,000 annually and prevented discrepancies in financial and inventory reporting.

**Al Falah Wholesale Trading L.L.CDubai, United Arab Emirates**

***Business Intelligence Analyst (Contract Based)*  Aug 2022– Dec 2022**

* Designed and implemented Power BI dashboards that tracked critical business metrics such as sales, profit margins, and customer behavior, improving reporting accuracy by 20%.
* Worked closely with cross-functional teams to optimize inventory and pricing strategies, contributing to a 12% increase in overall profitability and improving commercial awareness across the business.
* Led in-depth analysis of customer complaints, identifying trends and making operational recommendations that improved customer satisfaction by 15%.
* Supported senior stakeholders by translating complex data insights into actionable recommendations, driving continuous operational improvements and innovation across various departments.

**Nesto Group Dubai, United Arab Emirates**

***Data Analyst (Contract Based)*  Jan 2022– July 2022**

* Applied SQL and Power BI to analyse purchasing patterns and customer behavior, driving a 15% increase in the accuracy of demand forecasting and inventory optimization.
* Developed interactive dashboards to track store performance KPIs, which streamlined decision-making and enhanced business intelligence.
* Played a key role in evaluating inventory and sales discrepancies, using advanced Excel and SQL techniques to improve reporting efficiency and reduce errors by 20%.

**AlHayat AlZahbia Group Limited Dubai, United Arab Emirates**

***Business Analyst (Operations & Strategy)*  Jan 2017–Dec 2021**

* Conducted comprehensive analysis across multiple data sources, identifying operational inefficiencies and driving improvements that led to a 15% increase in resource allocation efficiency.
* Played a key role in maintaining detailed records and documentation of discrepancies, anomalies, and corrective actions, ensuring compliance with operational and regulatory standards.
* Produced regular management reports and dashboards to monitor key operational and financial KPIs, enabling timely interventions that improved team efficiency by 15%.
* Led cross-functional collaboration on process improvements, achieving a 12% increase in revenue and a 20% year-over-year growth in marketing performance.

**PERSONAL PROJECTS**

**Sales Data Analysis – Adventure Works Company**

GitHub: [Link to Code](https://github.com/mohdshadadhossain/AdventureWorks-Sales-Analysis) | Power BI Report: [Link to PBIX File](https://github.com/mohdshadadhossain/AdventureWorks-Sales-Analysis/blob/82360e58867653072e002543d9a1954db02932dc/PowerBi%20Dashboard/Adventure%20Works%20Dashboard.pbix) | Dashboard Preview: [Link to Image](https://github.com/mohdshadadhossain/AdventureWorks-Sales-Analysis/blob/master/Preview-%20Dashboard/Preview-%20Dashboard.jpg)

**Summary**: Conducted an in-depth analysis of 2015–2017 sales data to identify profitability drivers, sales trends, and customer demographics.

* Cleaned, integrated, and transformed raw data using KDD methods, ensuring actionable insights.
* Performed monthly sales and profit analysis with Excel, guiding strategic decisions.
* Created a Power BI dashboard to visualize sales, profitability, and growth opportunities by region and category

**Coffee Sales Analysis in Excel**

GitHub: [Link to Code](https://github.com/mohdshadadhossain/Coffee_Sales_Analysis) | Dashboard Preview [Link to Image](https://github.com/mohdshadadhossain/Coffee_Sales_Analysis/blob/master/dashboard%20in%20excel.jpg)

**Summary**: An end-to-end analysis project leveraging advanced Excel for actionable business insights.

* Cleaned and analysed coffee sales data using advanced Excel functions (XLOOKUP, INDEX/MATCH, SUMIFS) to uncover sales and customer trends.

**European Film Industry Data Analysis – Movie Production Companies Database**

*GitHub:* [*Link to Code*](https://github.com/mohdshadadhossain/production_house_db)

**Summary**: Designed and analysed a database to uncover trends in the European movie industry.

* Developed a central server-side database **using SQL** and MS Access, to analyse movie production companies, employee structures, and financial data, enabling actionable insights.
* Applied ER modelling and normalisation techniques to create a relational database in MySQL.

**SQL Data Cleaning and Processing: Nashville Housing Dataset**

GitHub: [Link to Code](https://github.com/mohdshadadhossain/SQL_DataCleaning_Processing)

**Summary**: Performed data cleaning techniques to the Nashville Housing dataset using SQL

* Standardized data formats and handled missing values using SQL joins and updates for a dataset of 10,000+ records.
* Ensured data integrity by removing duplicates using CTEs**.**

**ADDITIONAL INFORMATION**

Availability: Immediately | Visa Status: Full Working Rights | Full UK Driving License