

# Mudassir Ahmed Siddiqui

## Data Analyst

Microsoft PL-300 Certified

Analytical thinker with expertise in SQL, Power BI, and Python, specializing in data-driven insights, automation, and business intelligence. Experienced in developing interactive dashboards, optimizing databases, and streamlining decision-making processes. Skilled in full-stack web development with React.js and Node.js, combining technical proficiency with problem-solving to drive impactful results.

### CONTACT INFO

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### SKILL HIGHLIGHTS

#### Web Development

Node JS	Next JS	React JS
Tailwind CSS	Javascript	MongoDB

#### Programming Language

SQL	Python	Javascript
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#### Data Pre Processing and Visualization

Power Apps DataVerse Power Query	Power BI Numpy & Pandas Excel	Matplotlib DAX Power Automate
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#### Data Engineering

Data Factory Synapse Analytics Apache Spark	Data Lake Storage  Data Pipelining	Databricks Azure Cloud  ETL
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#### Analytical Skills

Data Cleaning	Data Transformation	Data Visualization
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#### Database

PostgreSQL	SQL Server
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### CERTIFICATES

For more, visit:

github.com/mudassirsidiki/certificates

- Microsoft PL-300: Power BI Data Analyst Certification**  
Successfully passed the Microsoft PL-300 exam, validating my ability to prepare, model, visualize, and analyze data in Power BI and deliver actionable insights.
- Data Analyst Associate Certificate – DataCamp**  
Earned the Data Analyst Associate certification from DataCamp, showcasing proficiency in data analysis, data visualization, and Python-based data workflows.
- Intermediate SQL – DataCamp**  
Completed the Intermediate SQL course, building advanced query writing skills including subqueries, joins, aggregations, and window functions.
- Introduction to SQL – DataCamp**  
Finished the beginner-level SQL course from DataCamp, covering basic commands, filtering, sorting, and data manipulation techniques.
- Certificate of Appreciation for Securing 18th Position in SSC Part 2, Karachi Board**  
Achieved the 18th position in SSC Part 2 from the Karachi Board, receiving a Certificate of Appreciation.
- International Kangaroo Maths Competition**  
Participated in the International Kangaroo Maths Competition, representing my school and gaining valuable insights into mathematics.

## EXPERIENCE

- Dalda Foods Limited**  
**Assistant Manager R&D – Research Analyst** Sept 2024 - Present  
**Big Data Processing & SQL Optimization**
  - Optimized SQL queries, reducing processing time by 40% and improving data efficiency.
  - Designed scalable data models for better storage and integration.**Power BI Dashboarding & Data Visualization**
  - Built interactive Power BI dashboards for real-time KPI tracking.
  - Integrated real-time data sources, cutting report time by 50%.
  - Created intuitive visuals to enhance data-driven decision-making.**Advanced Analytics & Business Intelligence**
  - Analyzed sales, trends, and operations to support strategy.
  - Used predictive analytics to optimize performance and market reach.
  - Translate business needs into actionable insights.

- Altoor Consulting. Internship** Sept 2022 – Feb 2023  
**Bankstown, New South Wales, Australia . Remote**  
Managed data extraction, cleansing, and visualization to enhance business insights. Designed interactive dashboards and reports using SQL and Power BI,

## EDUCATION

**Bachelors in Civil Engineering - 2020-2024**  
NED University of Engineering and Technology  
**CGPA: 3.32**

Alongside my studies, I held the position of society **President**, where I organized multiple events focused on promoting **Peace, technical events** and **awareness sessions** within the campus.

**Intermediate (Pre-engineering) - 2017-2019**  
Adamjee Govt. College | Karachi  
**Grade A+ with 86%**

I enrolled in the **top-ranked college** in my city for my Intermediate studies, achieving an **A+ grade**. I distinguished myself by ranking in the **top 10%** of the highest scorers in the city.

**Matriculation (Computer Science) - 2015-2017**  
The Crescent Academy | Karachi  
**Grade A+ with 93.5%**

Achieved **18th position** in Karachi in SSC Part 2, recognized with a PKR 5,000 award from the Government of Pakistan.

## PROJECTS

### Sales LeaderShip Tracking Report:

Developed a solution for keeping Track of Sales

- Leveraged DataVerse for centralized data storage, maintaining employee and sales records, and connected it to Power BI via Direct Query for real-time updates and seamless data integration.
- Designed a custom Power Apps solution, enabling users to update and manage data efficiently, improving accuracy and accessibility.
- Utilized Power BI for data structuring, transformation, and creating dynamic measures to enhance reporting and insights.

### MarketMindz Marketing Campaigns Report:

Developed a solution to analyze marketing effectiveness:

- Utilized Power BI to load and transform campaign data, providing insights into conversion rates, customer acquisition costs, and channel performance
- Integrated data from various marketing platforms into a centralized view, enabling cross-channel comparisons and deeper understanding of campaign success.
- Created dynamic measures and visualizations to track key performance indicators (KPIs), allowing MarketMindz to make data-driven decisions and optimize marketing spend

### SQL | Python | Kaggle – Data Analysis Pipeline

Developed an automated data pipeline for structured analysis:

- Set up VS Code, Python, and PostgreSQL for seamless workflow.
- Used Kaggle API for automated dataset retrieval and integration.
- Cleaned, transformed, and engineered data for insights.
- Loaded processed data into databases and executed SQL queries for business analysis.
- Documented the workflow for transparency and reproducibility.

### SQL – Netflix Data Analysis

Extracted insights from Netflix's content library using PostgreSQL SQL:

- Analyzed distribution of Movies vs. TV Shows.
- Identified common ratings and content trends by release year, country, and duration.
- Categorized content using keyword-based filtering.
- Explored genre trends and actor appearances to understand content strategy.

For more projects, visit my GitHub: [github.com/mudassirsidiki](https://github.com/mudassirsidiki)