

MUHAMMED NAFIH

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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

PROFILE SUMMARY

Data Analyst delivering SQL-driven analytics and business intelligence solutions using Power BI and Tableau, with Python-based data analysis to support scalable reporting and insight generation. Develops KPI dashboards, performance reports, and analytical workflows across customer, sales, and marketing data. Experienced in data cleaning, exploratory data analysis (EDA), trend analysis, and visualization to enable data-driven decision-making and business optimization.

TECHNICAL SKILLS

Programming & Querying

- SQL (Joins, Subqueries, CTEs, Window Functions)
- Python (Pandas, NumPy, Matplotlib, Seaborn)

Data Analysis & Statistics

- Data Cleaning & Preprocessing
- Exploratory Data Analysis (EDA)
- Statistical Analysis
- Trend & Cohort Analysis

Business Intelligence & Visualization

- Power BI (DAX, Data Modeling, Interactive Dashboards)
- Tableau (Dashboards, Calculated Fields, Visual Analytics)

Reporting & Analytics

- KPI Development & Performance Tracking
- Sales, Marketing & Customer Analytics
- Dashboard Design & Storytelling

Tools & Platforms

- Excel (Pivot Tables, Lookups, Advanced Functions)
- Git & GitHub

PROJECTS

Omni-Channel Retail Momentum – Marketing Intelligence & Prescriptive Analytics

Tools: SQL, Python, Power BI

- Engineered an end-to-end analytics pipeline using SQL for KPI modeling, Python for analysis, and Power BI for executive dashboards supporting marketing and revenue decisions.
- Built SQL staging and KPI layers to calculate ROAS, social engagement efficiency, and inventory health, and designed a prescriptive fact table that translates performance metrics into actionable business recommendations.
- Applied Python-based EDA and machine learning (Random Forest regression) to identify key drivers of sales performance, using feature importance for explainable, decision-oriented insights rather than point forecasting.
- Developed interactive Power BI dashboards with scenario-based what-if analysis to evaluate marketing spend sensitivity, revenue impact, and inventory readiness across product categories and customer segments.

Telco Customer Churn Analysis

Tools: SQL, Python, Power BI

- Performed end-to-end churn analysis by preparing and engineering customer data in SQL, creating an analysis-ready dataset with tenure, contract, billing, and churn indicators.
- Conducted Python-based exploratory data analysis to uncover churn patterns across contract type, payment method, tenure, and monthly charges, identifying high-risk customer segments.
- Built and evaluated a Logistic Regression churn model to generate predictive insights, using classification metrics to assess churn likelihood and support retention strategies.
- Designed an interactive Power BI dashboard to track churn KPIs, visualize churn drivers, and enable business teams to monitor customer attrition and retention opportunities.

RFM Customer Segmentation Analysis

Tools: SQL, Tableau

- Performed RFM (Recency, Frequency, Monetary) analysis using SQL to segment customers based on purchasing behavior, creating a clean, analysis-ready customer-level dataset from raw transactional data.
- Engineered RFM metrics and quantile-based scores to classify customers into actionable segments such as Champions, Loyal Customers, At Risk, and Lost Customers.
- Developed interactive Tableau dashboards to visualize segment distribution, revenue contribution, and behavioral patterns, enabling targeted marketing and retention strategies.
- Delivered customer insights that highlighted high-value segments, churn-risk groups, and revenue concentration to support data-driven marketing optimization.

CERTIFICATIONS

- Google Data Analytics Professional Certificate — Google
- Introduction to Data Analytics — IBM
- Data Fundamentals — IBM

WORK EXPERIENCE

General Manager

Oct 2022 - Sep 2023

Offerkart, Bengaluru

- Improved store performance by 20% by analyzing sales trends and executing data-driven promotional campaigns across product categories.
- Enabled management decision-making by preparing and delivering daily MIS reports using sales, expense, attendance, and operational data from ERP systems.
- Optimized inventory availability by managing purchase entries, monitoring stock levels, and coordinating supplier deliveries through ERP-based inventory management.
- Reduced operational inefficiencies by supervising 20+ staff and tracking attendance data to improve workforce planning and accountability.
- Strengthened customer retention by maintaining CRM records, analyzing customer issues, and resolving service gaps to improve satisfaction and repeat business.
- Ensured accurate vendor and financial records by managing supplier data, verifying invoices, and ensuring timely payments through structured ERP workflows.

Marketing Team Lead

Mar 2022 - Aug 2022

AJ Gold and Diamonds, Kannur

- Increased customer footfall and walk-in conversions by planning and executing targeted offline marketing campaigns based on location-wise and event-based outreach.
- Improved campaign effectiveness by coordinating and tracking daily outreach activities across an 8+ member team, ensuring consistent execution and performance monitoring.
- Supported sales conversions by engaging prospective customers, explaining promotional schemes and offers, and relaying customer feedback to refine marketing strategies.

EDUCATION

Master of Science in Physics

Sep 2023 - Jun 2025

Dr. Harisingh Gour University, Sagar, M.P

- Completed advanced coursework in Statistical Mechanics, Quantum Mechanics, Materials Science, and Electronics, developing strong foundations in probabilistic modeling, mathematical reasoning, and analytical problem-solving.
- Conducted a master's research project analyzing optical and thermal behavior of materials using experimental datasets (TGA, DSC, UV-Vis, FTIR), applying structured data analysis and technical reporting.

Bachelor of Science in Physics

Jun 2018 - Apr 2021

Wadihuda Institute of Research and Advanced Studies, Kannur, Kerala

- Completed coursework in Computer Science, including C Programming, SQL & DBMS, Visual Basic, and Python, building early foundations in programming and database concepts.

ADDITIONAL INFORMATION

- **Languages:** English (Fluent), Hindi (Fluent), Malayalam (Native), Kannada (Fluent), Tamil (Conversational)
- **Tools & Platforms:** GitHub, Jupyter Notebook, Google Colab
- **Interests:** Data storytelling, business intelligence, customer analytics, performance optimization