MUHAMMED NAFIH

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LinkedIn │ GitHub │ Portfolio

PROFILE SUMMARY

Data Analyst specializing in SQL-driven analytics and business intelligence, with strong expertise in building Power BI–led dashboards that translate complex data into decision-ready insights. Experienced in KPI framework design, exploratory data analysis (EDA), and scenario-based reporting across customer, sales, and marketing datasets. Proven ability to combine analytical rigor with clear storytelling to support data-driven business decisions.

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 & Business Metrics
- Trend, Cohort & Segmentation 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
- Executive Dashboard Design & Storytelling

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

PROJECTS

Retention Strategy Simulator – Churn & CLV Analytics
Tools: Python, Power BI │ **Dataset:** Online Retail II (UCI)
- Analyzed 1.06M+ retail transaction records across 4,967 customers to perform churn analysis (120-day inactivity) and customer lifetime value (CLV) estimation using probabilistic models (BG/NBD, Gamma-Gamma).
- Designed a CLV-driven retention framework by combining churn risk and customer value to simulate 3 retention strategies (Discount, Loyalty, Engagement) and compare cost, success probability, and expected financial impact.
- Developed interactive Power BI dashboards and what-if analysis reports using cost and success-rate parameters to support scenario-based retention planning and performance evaluation.
- Quantified business impact by identifying ~$196K in revenue recovery potential at ~16% ROI, highlighting engagement-based retention (~54% ROI) as significantly more effective than discount-led strategies.

Omni-Channel Retail Momentum – Prescriptive Marketing Analytics
Tools: SQL, Python, Power BI
- Engineered a SQL-based analytics pipeline and fact table (401 rows) by transforming raw retail and marketing data into KPI-ready structures to evaluate marketing efficiency, inventory readiness, and revenue performance.
- Performed Python-based exploratory data analysis (EDA) and Random Forest regression modeling to identify key revenue drivers, using feature importance for explainable, decision-oriented insights.
- Developed interactive Power BI dashboards with scenario-based what-if analysis to simulate marketing spend changes and compare baseline versus adjusted revenue outcomes.
- Quantified marketing impact by projecting a 12.22% revenue uplift from a 20% ad-spend increase, with forecasted sales rising from $248.29 to $278.63, enabling data-driven budget allocation decisions.

Performance & Risk Decision Support Dashboard (Power BI)
Case Study: Large-Scale Event Data
Tools: Python, Power BI
- Processed and aggregated 1.3M+ ball-by-ball records, filtering to 279,819 India-specific deliveries and 11,979 post-2023 deliveries, to create analysis-ready datasets supporting performance evaluation.
- Engineered player-level performance and risk metrics for 34 entities, combining batting, bowling, availability, and projected age-in-2027 indicators to enable transparent, role-aware comparison.
- Built multi-page Power BI dashboards (5 pages) with DAX-based role-wise ranking logic, drill-downs, and player snapshots to support structured, stakeholder-friendly decision discussions.
- Delivered a rule-based, interpretable decision framework to generate a final 15-member shortlist, prioritizing performance, role balance, and risk assessment over black-box prediction models.

Retail Inventory, Demand & Promotion Analytics – BI Architecture & Dashboarding
Tools: SQL, Python, Power BI
- Designed a SQL-first BI architecture by modeling ~400 inventory records across 5 product categories and 4 regions, establishing SQL as the single source of truth for analytics and reporting.
- Engineered 7 operational KPIs in SQL including inventory turnover, demand–supply gap, estimated revenue, and inventory health status, using defensive logic to ensure robust metric calculation.
- Validated BI-ready datasets using Python through exploratory analysis and sanity checks, confirming inventory efficiency patterns, overstock risk, and promotion behavior before visualization.
- Built a 3-page Power BI decision-support dashboard (Operations Overview, Inventory Risk, Promotion Effectiveness) to enable data-driven operational and merchandising decisions.

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

WORK EXPERIENCE   Oct 2022 - Sep 2023

General Manager
Offerkart, Bengaluru
- Improved store performance by ~20% by analyzing category-level sales trends and executing data-driven promotional campaigns across a ₹50L+ monthly revenue operation.
- Prepared and delivered daily and weekly MIS reports covering 6–10 operational KPIs (sales, expenses, attendance, inventory status) by extracting and consolidating data from ERP systems to support management decision-making.
- Optimized inventory availability across 3,000–5,000 SKUs by monitoring stock levels, managing purchase entries, and coordinating supplier deliveries, contributing to a measurable reduction in stockout incidents.
- Strengthened operational efficiency by supervising 20+ staff, tracking attendance and shift data to improve workforce planning, accountability, and daily store execution.
- Improved customer retention for a 1,500–2,000 customer base by maintaining CRM records, analyzing recurring customer issues, and resolving service gaps to increase repeat business.
- Ensured accurate vendor and financial records by managing supplier master data, verifying invoices, and coordinating payments through structured ERP workflows, reducing reconciliation errors and delays.

Marketing Team Lead   Mar 2022 - Aug 2022
AJ Gold and Diamonds, Kannur
- Increased customer footfall and walk-in conversions by ~10–15% by planning and executing location- and event-based offline marketing campaigns over a 6-month period.
- Coordinated and tracked ~150–200 daily outreach interactions by leading an 8+ member team, ensuring consistent execution and basic performance monitoring.
- Supported sales conversions through direct customer engagement, capturing customer feedback to refine campaign messaging and targeting.

EDUCATION
Master of Science in Physics   Sep 2023 - Jun 2025
Dr. Harisingh Gour University, Sagar, M.P
- Built strong foundations in statistical analysis, probabilistic modeling, and analytical problem-solving through advanced quantitative coursework and applied research.
- Conducted a master's research project analyzing experimental datasets (TGA, DSC, UV-Vis, FTIR), applying structured data analysis and technical reporting to extract meaningful insights.

Bachelor of Science in Physics   Jun 2018 - Apr 2021
Wadihuda Institute of Research and Advanced Studies, Kannur, Kerala
- Completed coursework in Computer Science and programming fundamentals, including C Programming, SQL & DBMS, Visual Basic, and Python, building a strong foundation in programming, database concepts, and structured data handling.

ADDITIONAL INFORMATION
- **Languages:** English (Fluent), Hindi (Fluent), Malayalam (Native), Kannada (Fluent), Tamil (Conversational)
- **Tools & Platforms:** GitHub, Jupyter Notebook, Google Colab
- **BI Presentation & Communication Tools:** HTML, CSS, JavaScript (portfolio & dashboard presentation), Microsoft Word, Microsoft PowerPoint
- **Interests:** Data storytelling, business intelligence, customer analytics, performance optimization