Nawaziya Tanzeem

Data Analyst

nawaziyata966@gmail.com 7019683390 Vijayanagar Bengaluru LinkedIn

SUMMARY

- Aspiring Data Analyst with strong skills in **Python, SQL, Tableau, and Power BI,** with a focus on transforming complex datasets into clear and actionable business insights.
- Experienced in **data cleaning,** data analysis, visualisation, and storytelling, with hands-on project work that improved **decision-making** and revealed key trends across sales, operations, and **customer behaviour.**
- Skilled in building **dynamic dashboards** and **automating report refresh** to improve efficiency and identify data-driven growth opportunities.
- A **quick learner** with a strong analytical mindset, committed to delivering accurate insights, **solving business problems**, and creating measurable impact in a forward-thinking organisation.

SKILLS

Python: Numpy, Pandas, Matplotlib, Seaborn

Advanced SQL: Joins, Index, Window function, Subqueries, Stored routines, CTEs

BI Tools: Power BI, Tableau, Excel

Cloud platform: Azure(Fabric)

Statistics and Probability: Descriptive statistics, probability Distribution functions

predictive Analysis: KNN, Decision tree, Random Forest, Regression, Time series

AI Tools: Julius, Chatgpt, Copilot, Perplexity, Claude

Business Strategy: Business Environment Analysis, Industry Analysis

Good Communication skill , Data Story telling ability

PROJECTS

1. SQL CASE STUDY

- Performed end-to-end SQL Sales analysis on the Northwind database to identify **best-selling products**, **pricing patterns, inventory gaps**, **shipping delays**, and **customer purchasing behaviour** using joins and subqueries.
- Created a table ranking **product sales,** segmenting customers (A/B/C), analysing year-wise and month-wise revenue trends, and applying **PIVOT tables** and date functions to **highlight high-value customers** and **peak demand periods**.
- stock-status classification with CASE statements and next-month **stock forecasting** using CTE-based **20%** inventory uplift calculations to strengthen demand planning.
- Generated sales and employee performance insights by identifying **top revenue-generating customers**, detecting orders above average sale volume, and assessing **staff productivity** with incentive-based performance calculations for top contributors.

2. HR Analysis, *POWER BI*

- Designed and developed a complete HR Analytics dashboard in Power BI to track **key metrics**, including **employee attrition,** demographics, **department performance,** and hiring trends.
- Built dynamic **KPIs, DAX measures**, and interactive visuals to help HR teams quickly identify patterns in **employee turnover** and **workforce distribution.**
- Implemented **slicers and drill-through** features to enable analysis of workforce insights by **age, gender, education, departments, and job roles.**
- Used advanced **DAX functions** to calculate metrics such as attrition rate, average tenure, hiring ratio, and **employee engagement indicators.**
- Applied **best practices** in report design, colour themes, layout structure, and data storytelling to ensure **clear communication and** user-friendly navigation.

3. Sales Analysis, *PYTHON*

- Performed complete **data cleaning** on an 8,399-record retail dataset by resolving **missing values**, correcting date formats, fixing inaccurate shipping timelines, and **standardising numeric fields** to ensure reliable analysis.
- Engineered new analytical features, including **profit margins,** discount categories, monthly order trends, and **shipping-gap** durations to **strengthen** the depth and **accuracy** of insights.
- Conducted comprehensive Exploratory Data Analysis **(EDA)** using **Pandas, Seaborn, and Matplotlib** to study sales performance, profitability patterns, customer segments, regional trends, and product-category behaviour.
- Created detailed visual dashboards such as **heatmaps**, **time-series charts, discount impact analyses**, shipping-performance plots, and top product/category visualisations that highlighted key **business drivers.**
- Identified **high-value regions, top-selling items,** discount patterns, and shipping inefficiencies, contributing to actionable business recommendations backed by **data-driven evidence**.

CERTIFICATES

- Data Analysis
- AI Data Analytics Mastery
- SQL
- SQL with AI

EDUCATION

- **Bachelor of Computer Application**
  KLE Society's S Nijalingappa College, Bengaluru
  2019–2021 | CGPA: 7.61/10
- **Pre-University (II PUC), Commerce (CEBA)** Karthik College, Bengaluru | 2018 | Percentage: 80.66%