Nijad Farziyev - **Junior Data Analyst**
📍 Baku, Azerbaijan
✉️ nicatferzi@hotmail.com
🔗 LinkedIn
🎓 Credly Certifications

Professional Summary

I am a passionate Junior Data Analyst specialized in extracting actionable insights from real-world data using tools like Power BI, Python, and SQL.
I have developed multiple end-to-end projects focusing on marketing performance, customer segmentation, product funnel, and KPI dashboards.
My goal is to help organizations make data-driven decisions through clear visualization and structured reporting.

Technical Skills

- **Data Visualization**: Power BI, Excel
- **Data Analysis**: Python (Pandas, NumPy, Matplotlib)
- **Databases**: SQL (PostgreSQL, SQLite)
- **Analytics Concepts**: RFM, KPI, ROI/CAC, Clickstream
- **Reporting**: Storytelling with data, dashboard design

Certifications

- **Microsoft Excel Expert – Certiport**
- **IT Specialist - Data Analytics** - View full certification list on Credly Profile

Project 1: Sales Performance Dashboard (Power BI)

🔷 **Business Problem:**
The company needed a dynamic dashboard to monitor sales performance across regions, time, and product categories in order to support strategic decision-making.

🔷 **Data Used:**
Historical sales data between 2011–2015, including fields such as order date, sales amount, product category, and region.

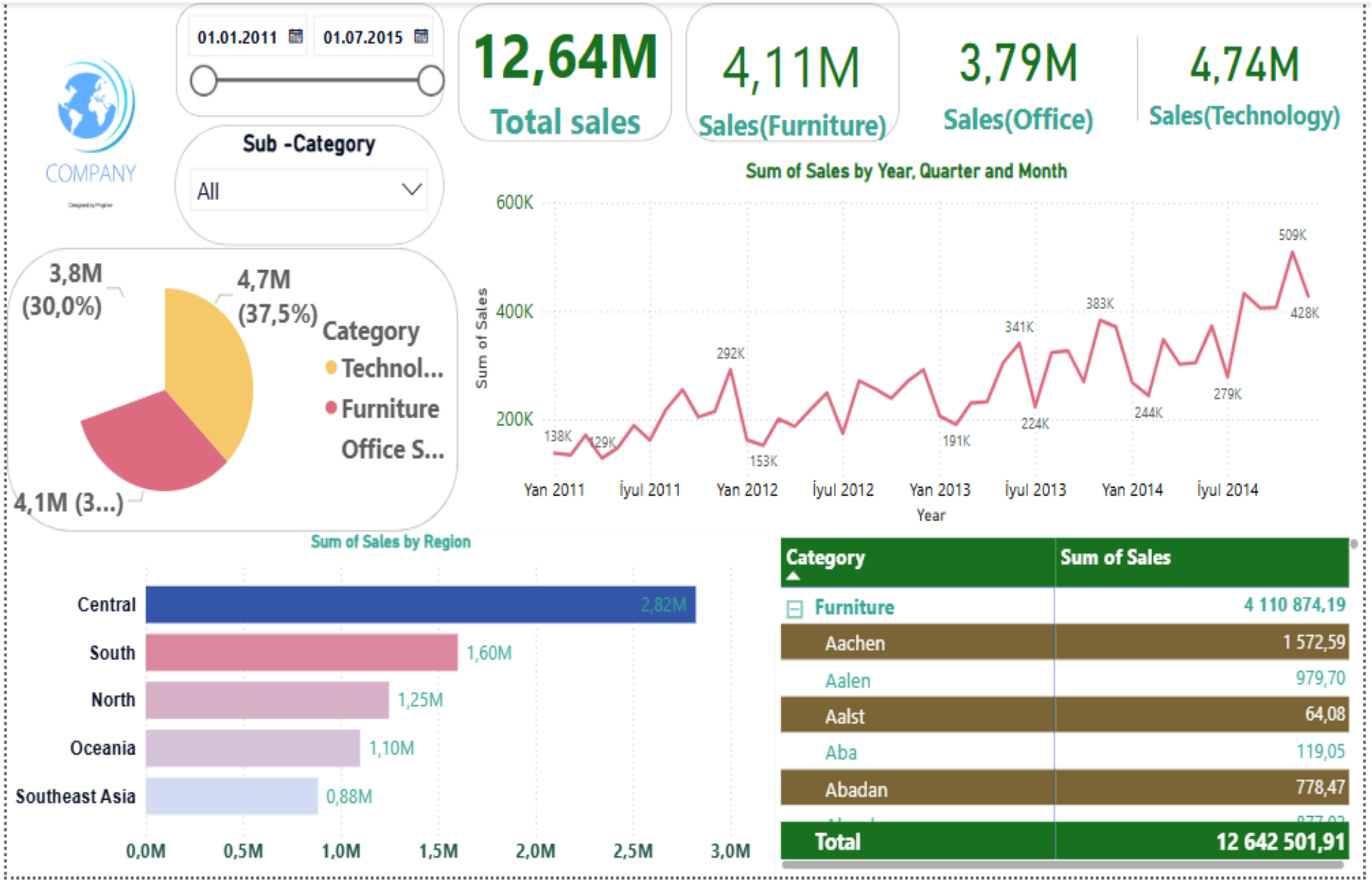
🔷 **Tools & Skills:**
Power BI, DAX, calculated columns, date filtering, time series analysis, KPI cards, pie charts, slicers.

🔷 **What I Did:**

- Cleaned and modeled raw sales data.
- Created dynamic KPI cards for total sales and category-wise performance.
- Designed interactive visuals: line chart for time analysis, pie chart for category distribution, bar chart for regional breakdown.
- Implemented slicers for sub-category and date filtering.

🔷 **Result:**
Decision-makers gained instant visibility into sales trends, top-performing categories, and regional insights. The dashboard supported monthly business reviews and revenue optimization.

◆ **Snapshot:**


01.01.2011
01.07.2015
COMPANY
Sub -Category
All
12,64M
Total sales
4,11M
Sales(Furniture)
3,79M
Sales(Office)
4,74M
Sales(Technology)
3,8M (30,0%)
4,7M (37,5%)
4,1M (3...)
Category
Technol...
Furniture
Office S...
Sum of Sales by Year, Quarter and Month
600K
400K
200K
Sum of Sales
138K
129K
292K
153K
191K
341K
224K
383K
244K
279K
509K
428K
Yan 2011
İyul 2011
Yan 2012
İyul 2012
Yan 2013
İyul 2013
Yan 2014
İyul 2014
Year
Sum of Sales by Region
Central
2,82M
South
1,60M
North
1,25M
Oceania
1,10M
Southeast Asia
0,88M
0,0M
0,5M
1,0M
1,5M
2,0M
2,5M
3,0M
Category
Sum of Sales
Furniture
4 110 874,19
Aachen
1 572,59
Aalen
979,70
Aalst
64,08
Aba
119,05
Abadan
778,47
Total
12 642 501,91

Project 2: Customer Lifetime Value (CLV) & CAC Analysis (Python)

🔷 **Business Problem:**
The business needed to determine how much revenue each customer brings over time and how much it costs to acquire them, in order to evaluate customer profitability.

🔷 **Data Used:**
Customer orders dataset including Customer ID, Order Date, Order ID, and Sales.

🔷 **Tools & Skills:**
Python (Pandas, Timedelta, GroupBy), RFM scoring, CLV formula, acquisition cost calculation.

🔷 **What I Did:**

- Cleaned and prepared customer order data.
- Calculated RFM metrics for segmentation.
- Estimated CLV using Recency, Frequency, and Monetary values.
- Calculated CAC by dividing marketing spend by total acquired customers.
- Merged CLV and CAC to evaluate customer profitability.

🔷 **Result:**
Enabled segmentation of customers based on their lifetime value and acquisition cost. Helped prioritize high-CLV, low-CAC customer groups for targeted marketing.

◆ **Snapshot:**

```
import pandas as pd
df = pd.read_excel("Əsas data.xlsx")
df.head(5)

df["Order Date"] = pd.to_datetime(df["Order Date"])
```

✓ 11.4s

RFM

```
current_day = df["Order Date"].max() + pd.Timedelta(days=1)
```

✓ 0.0s

```
rfm_df = df.groupby("Customer ID").agg({
    "Order Date" : lambda x: (current_day - x.max()).days,
    "Order ID" : "nunique",
    "Sales" : "sum"
}).reset_index()

rfm_df.columns = ["Customer ID","Recency","Frequency","Monetary"]
```

✓ 0.5s

CLV

```
ilk_sifaris_tarixi = df.groupby('Customer ID')['Order Date'].min().reset_index()
ilk_sifaris_tarixi['Year'] = ilk_sifaris_tarixi['Order Date'].dt.year
yeni_musteriler = ilk_sifaris_tarixi[ilk_sifaris_tarixi['Year'] == 2014]

rfm_yeni = rfm_df[rfm_df["Customer ID"].isin(yeni_musteriler["Customer ID"])].copy()

rfm_yeni['CLV'] = rfm_yeni['Monetary'] * 2
```

✓ 0.0s

CAC

```
total_marketing_cost = 100000
new_customer_count = rfm_yeni.shape[0]
cac = total_marketing_cost / new_customer_count

rfm_yeni["CAC"] = round(cac)
```

✓ 0.0s

Project 3: Product Funnel Analysis (Python)

🔷 **Business Problem:**
The company wanted to identify at which stage users drop off during the product purchase journey, in order to improve conversion rates and optimize the funnel.

🔷 **Data Used:**
Clickstream event data including user_id, timestamp, and event_name (view, add_to_cart, checkout, payment, purchase).

🔷 **Tools & Skills:**
Python (Pandas, GroupBy), funnel logic, event sequence analysis, conversion rate calculation, time-based analysis.

🔷 **What I Did:**

- Cleaned and transformed raw clickstream data.
- Defined funnel steps: view → add_to_cart → checkout → payment → purchase.
- Counted users at each stage using event-based filtering.
- Calculated conversion rates between each step.
- Analyzed drop-off points and visualized results in tabular format.

🔷 **Result:**
Revealed that major drop-off occurred at the payment stage.
Suggested design and UX improvements to increase completion rate.
Provided product managers with a clear view of user flow through the funnel.

🔷 Snapshot:

```
# Hansi event'leri funnel addımı olaraq isttifade edeceyimize qerar veririk
step1 = 'homepage_view'
step2 = 'product_click'
step3 = 'purchase_complete'


# Her addımı eden userler
homepage_users = set(df_sorted[df_sorted["event_name"] == step1]['user_id'])
product_click_users = set(df_sorted[df_sorted['event_name'] == step2]['user_id'])
purchase_users = set(df_sorted[df_sorted['event_name'] == step3]['user_id'])


# funneli teqib eden userler: step1 → step2 → step3
step1_total = len(homepage_users)
step2_total = len(homepage_users & product_click_users)
step3_total = len(homepage_users & product_click_users & purchase_users)


# Her aşamanın kecid derecesi
step2_rate = (step2_total / step1_total) * 100 if step1_total > 0 else 0
step3_rate = (step3_total / step1_total) * 100 if step1_total > 0 else 0
```

```
print("Addim 1 (homepage_view):", step1_total, "istifadeci")
print("Addim 2 (product_click):", step2_total, "istifadeci")
print("Addim 3 (purchase_complete):", step3_total, "istifadeci")
print("Conversion: Homepage → Product Click = ", round(step2_rate, 2), "%")
print("Conversion: Homepage → Purchase = ", round(step3_rate, 2), "%")
```

✓ 0.0s

```
Addim 1 (homepage_view): 986 istifadeci
Addim 2 (product_click): 937 istifadeci
Addim 3 (purchase_complete): 377 istifadeci
Conversion: Homepage → Product Click =  95.03 %
Conversion: Homepage → Purchase =  38.24 %
```

```
drop_step1 = homepage_users - product_click_users
```

```
step2_candidates = homepage_users & product_click_users
drop_step2 = step2_candidates - purchase_users
```

```
drop_step1_count = len(drop_step1)
drop_step2_count = len(drop_step2)
```

Project 4: Persona Segmentation Analysis (SQL + Tableau)

🔷 **Business Problem:**
The company aimed to better understand user behavior by segmenting users based on their actions within the purchase funnel. This segmentation would help personalize marketing efforts and reduce user drop-off.

🔷 **Data Used:**
Clickstream funnel data with event-level interactions: user_id, event_name (search, page_view, add_to_cart, checkout_start, payment), and timestamp.

🔷 **Tools & Skills:**
PostgreSQL (CTE, CASE WHEN, Group By),

SQL-based persona logic,

Tableau (visual segmentation), behavioral segmentation.

🔷 **What I Did:**
• Defined key funnel behaviors for classification:
  – Only Viewer: Viewed but didn't proceed.
  – Cart Abandoner: Added to cart but didn't buy.
  – Buyer: Completed purchase.
  – Inactive: No meaningful activity.
• Created a funnel-based persona model using SQL CASE statements.
• Counted users in each persona group and calculated percentage distributions.
• Visualized the persona breakdown in Tableau (Bar & Pie Charts).

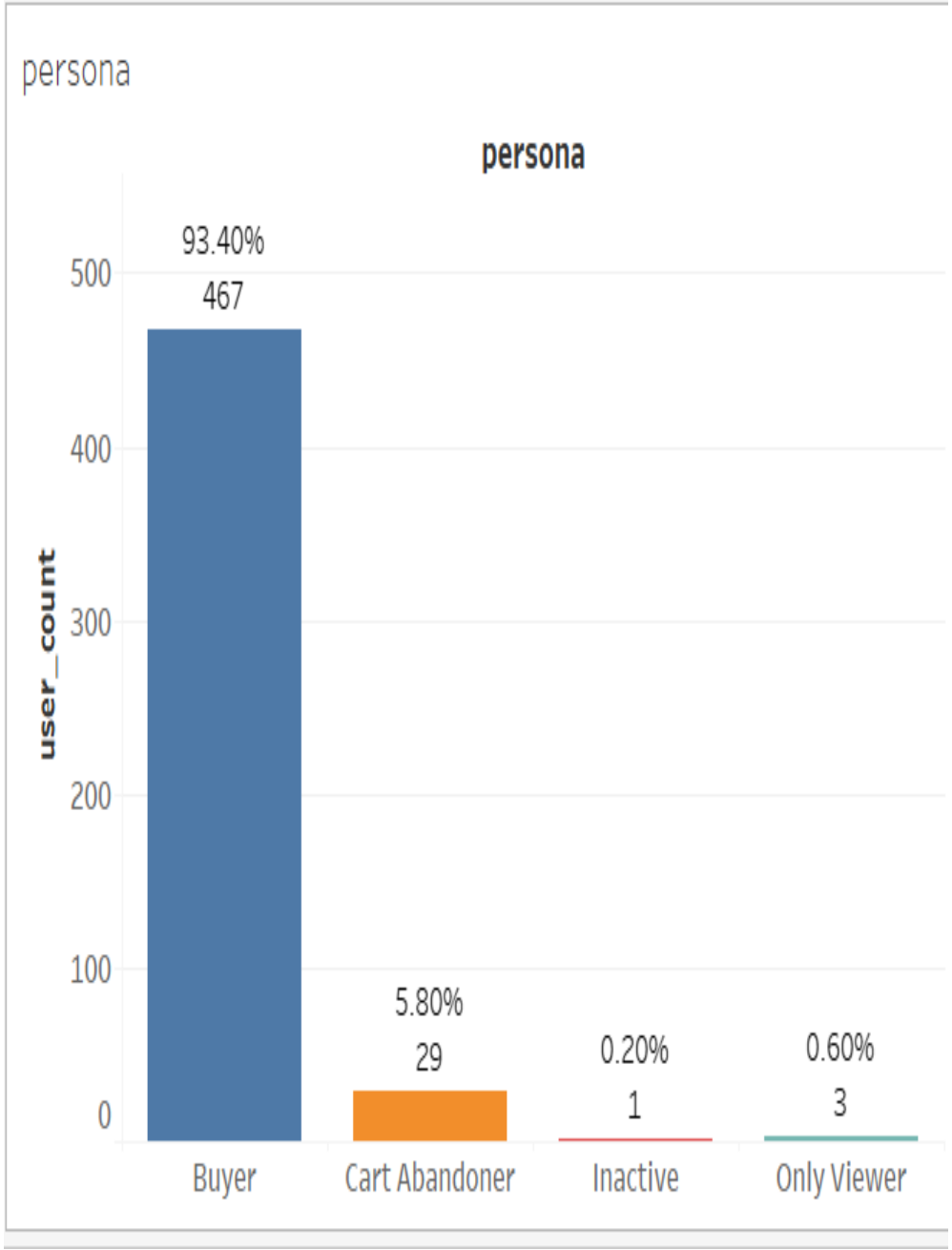
🔷 **Result:**
Identified that 93% of users were Buyers, while 6% abandoned carts, and a small percentage remained inactive or only viewed products. These insights allowed the product and marketing teams to focus on re-engagement strategies for Cart Abandoners and better onboarding for Inactives.

◆ Snapshot:

```sql
WITH funnel_base AS (
  SELECT
    user_id,
    MAX(CASE WHEN event_name = 'search' THEN 1 ELSE 0 END) AS viewed,
    MAX(CASE WHEN event_name = 'add_to_cart' THEN 1 ELSE 0 END) AS added,
    MAX(CASE WHEN event_name = 'checkout_start' THEN 1 ELSE 0 END) AS checkouted,
    MAX(CASE WHEN event_name = 'payment' THEN 1 ELSE 0 END) AS purchased
  FROM funnel_data
  GROUP BY user_id
)


SELECT
  CASE
    WHEN viewed = 1 AND added = 0 AND purchased = 0 THEN 'Only Viewer'
    WHEN added = 1 AND purchased = 0 THEN 'Cart Abandoner'
    WHEN purchased = 1 THEN 'Buyer'
    WHEN viewed = 0 AND added = 0 AND purchased = 0 THEN 'Inactive'
    ELSE 'Other'
  END AS persona,
  COUNT(*) AS user_count
FROM funnel_base
GROUP BY persona
ORDER BY user_count DESC;

```



About Me (Quick Recap):

- Aspiring Data Analyst with hands-on experience in real-world projects.
- Strong skills in Python, SQL, Excel, Tableau, and Power BI.
- Specialized in funnel analysis, customer segmentation, KPI dashboards, and RFM modeling.
- Passionate about turning raw data into meaningful business actions.

Key Tools Used:
Python, Pandas, SQL (PostgreSQL), Excel (Pivot, VLOOKUP, Dashboards), Tableau, Power BI, DAX

📈 **Sample Projects:**

- Product Funnel Analysis
- Persona Segmentation
- HR Data EDA
- Churn & RFM Analysis
- ROI & CAC Metrics

🎯 **Certifications:**

- Certiport IT Specialist – Data Analytics
- Excel Expert – Microsoft
- Credly Profile: nijad-farziyev on Credly

📫 **Contact Me:**
✉️ Email: nicatferzi@hotmail.com, ferzinicat@gmail.com
📍 Location: Azerbaijan, Baku (Available for remote)
💼 LinkedIn: http://www.linkedin.com/in/nicat-farzi-729b072b7
💻 GitHub/Portfolio: https://github.com/nijatfarzi