

# Noshin Nuhash

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## PROFILE SUMMARY

Psychology graduate with a strong foundation in statistical research, data analysis, and data visualisation, specialising in uncovering insights from data to drive evidence-based decisions. Developing expertise in SQL, Python, and BI tools, with solid experience in SPSS for interpreting data and trends to deliver meaningful outcomes. Adept at transforming complex data into clear, compelling stories that engage stakeholders and non-technical audiences, providing strategic recommendations that optimise business growth. With a versatile background in consulting, account management, and teaching, offering a blend of problem-solving, critical thinking, and organisational skills to address business challenges. Committed to ongoing development in advanced analytics and modern data tools via Data Camp, while maintaining the highest standards of data integrity.

## SKILLS

**DATA ANALYSIS & TOOLS:** SQL (Big Query), Python (NumPy, Pandas), SPSS, Excel (XLOOKUP, VLOOKUP, Pivot Tables, Data Validation), Tableau, Power BI, Looker Studio, AI & Machine Learning Foundations.

**PRODUCTIVITY TOOLS:** Proficient in Microsoft Office (Word, PowerPoint), Google Workspace (Docs, Slides, Sheets).

**SOFT SKILLS:** Communication, Data Storytelling, Problem-Solving, Critical Thinking, Organisation, Time Management, Adaptability.

## WORK EXPERIENCE

### DATA ANALYST TRAINEE

WYK DIGITAL | July 2025 - Present

- Developed technical fluency in SQL, Python, Excel, Power BI, and data visualisation during a 14-week analytics programme, applying Agile sprint cycles to plan, execute, and strategise around business problems.
- Created interactive dashboards in Tableau, Power BI, and Looker Studio using Google Analytics 4 (GA4) data to understand user behaviour and campaign performance, uncovering insights on traffic sources to guide marketing strategy.
- Applied advanced Excel techniques, including pivot tables, pivot charts, and bubble charts, to analyse trends, model data, and transform raw data into clear, visual reports.

### ACCOUNT MANAGER (FREELANCE)

GLAMDOLLDN | Oct 2024 - June 2025

- Oversaw day-to-day operations for a growing makeup brand by managing client bookings, coordinating appointments, and handling payment processes.
- Tracked and analysed client data and revenue trends, identifying key patterns to inform promotional strategies and drive revenue during peak seasons (e.g., prom).
- Promoted brand services by sharing social media content, monitoring engagement metrics to provide feedback and help refine campaign effectiveness.

### TEAM LEADER | RETAIL SALES ASSOCIATE

URBAN OUTFITTERS | June 2024 - July 2024

- Led and coordinated a team of 5 by creating shift rotas, delegating tasks, and overseeing daily operations.
- Analysed sales performance and collaborated with the visual merchandising team to optimise product placement, refining store layout in line with purchasing behaviour.
- Managed daily store opening and closing, processed transactions, reconciled tills, and identified discrepancies to ensure financial accuracy.

### MARKET RESEARCH CONSULTANT

GLG PARTNERS | Oct 2023 - April 2024

- Interacted with clients via phone on topics within my area of expertise, providing valuable insight into the marketplace, leading to an 80% client satisfaction rate.
- Delivered concise and timely responses to client questions, ensuring clarity and professionalism in a client-facing role.
- Maintained strict confidentiality and compliance when handling sensitive client data.

### TEACHER ASSISTANT

ZEN EDUCATE | Jan 2023 – March 2024

- Tracked and recorded the academic progress of 30+ students using Excel, analysing exam marks to identify patterns of weakness, resulting in a 20% improvement in overall academic progress over time.
- Used Excel to maintain and update Individual Learning Plans (ILPs), ensuring accurate documentation of student progress to help teachers tailor support based on individual needs.

- Reviewed and marked students' workbooks, identifying common misconceptions and providing immediate feedback to address learning gaps and consolidate understanding through class discussions.
- Identified and resolved 30+ challenges in the learning environment such as implementing mindful strategies leading to a 22% improvement in emotional regulation.

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## PROJECTS

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### Data Analytics Programme | WYK DIGITAL

July 2025 – Sep 2025

- Built a logical data model in Lucid Chart and queried an online fashion retailer's dataset using SQL to identify key performance indicators across sales, colour trends, and pricing.
- Led a business intelligence group project for an e-commerce retailer, applying SQL, machine learning, and sentiment analysis to optimise logistics operations, enhance marketing performance by 50%, and inform product development strategies.
- Applied spatial analysis in Tableau to examine Airbnb listings and visualise average prices across London boroughs, revealing geographic trends in rental pricing.

### Python & Apps Coding Course | CODE FIRST GIRLS

Feb 2024 – April 2024

- Developed a recipe system in Python using the Edamam API, integrating nutritional and dietary information, including halal options and cooking instructions.

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## EDUCATION

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### PSYCHOLOGY (BSc) | City, University of London

Sep 2020 – June 2023

Achieved: 2:1

- Dissertation: "Financial Attitudes and Behaviours in Relation to Life Satisfaction" (78%)
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