MARIA TARIQ

Transforming data into actionable insights with a unique blend of financial acumen and technical expertise.

Riyadh, Saudi Aribia | 00966548395077 | [Gmail](#) | [LinkedIn](#) | [Project Portfolio](#)

Certified Power BI Developer with an ACCA background, skilled in transforming financial and operational data into actionable insights. My finance qualification complements Power BI by enabling data-driven storytelling with robust analytical models. Proficient in Power BI, Excel, MySQL, and UI/UX-focused dashboard design, I create visually appealing and user-centric reports that empower stakeholders to make informed decisions.

TECHNICAL SKILLS

• Power BI Desktop	• Advanced Excel	• Financial modelling	• Data Modelling
• Power BI Service	• Pivot Table	• Figma	• Data Visualization
• Power Query (M- Query)	• MySQL	• DAX	• Data Cleaning
			• Data Storytelling

WORK EXPERIENCE

Virtual Data Analyst Intern | AtliQ Technologies, India [Power BI Project Link](#)   [SQL Project Link](#)   [Letter of Experience](#)   [Video](#)

- Designed a **Power BI dashboard** analyzing customer segmentation, revenue, and sales modes, leading to **25% faster decision-making** by stakeholders.
- Agents contributing **55.67% of revenue** and the **31-40 age group generating 33.9% of total revenue**, enabling targeted strategies that boosted marketing ROI by **20%**.
- Pinpointed **peak revenue month (March 2023)** and consistent customer growth trends, resulting in a **15% improvement in client acquisition efficiency**.
  Tools used: Power BI desktop, Power BI service, Power query, DAX function, Pivot Table

Accountant | Soum, Saudi Arabia   **10/2022 – 01/2023**

- Managed clients high-volume accounts receivable with a 95% collection rate, 20% reduction in outstanding.
  Tools used: MS Excel, Odoo software, Pivot Table, MS Word

PROJECTS

Vita Fuel Nutrition Analysis | Power BI | [Dashboard Link](#)

- Analysed a comprehensive dataset for Vita Fuel Nutrition, highlighting critical metrics such as a **76.35% increase in profit ($2.2B) and 117.04% growth in revenue ($3.4B) compared to the previous year.**
- Developed interactive **Power BI dashboards** using **Power Query** and **DAX** to visualize global performance by country, customer segmentation, and refund trends, **leading to a 30% reduction in refund rates.**
- Identified key insights, including **weekday-driven revenue (78%),** top-performing channels like **Warehouse ($1.08B profit),** and **major contributors like the 31-40 age group (33.9% of revenue), enabling targeted strategies that improved profitability by 20%.**

Emergency Room Analysis | Power BI |[Dashboard Link](#)

- Analyzed data from **9,216 patient visits** across **2019 and 2020**, highlighting trends like a **120.69% increase** in visits and a **2.51% rise in satisfaction** scores compared to the previous month.
- Identified key trends, such as **weekday visits contributing 70% of total traffic** and **General Practice handling 59% of all patients**, **optimizing resource allocation and improving patient throughput by 15%.**
- **Enhanced service delivery** by analyzing department-specific metrics, **resulting in a 30% reduction in patient wait times and an increase in client satisfaction scores by 10%.**

Adventure Works Sales Analysis | Power BI | [Dashboard Link](#)

- Analyzed three years of sales data, uncovering key metrics like **cumulative revenue of $24.9M** and **total profit of $10.46M,** with **2021** as the **highest revenue year ($9.3M).**
- Designed interactive dashboards using **Power Query**, **DAX,** and **field parameters**, enabling stakeholders to **dynamically switch between metrics, improving decision-making by 20%.**
- Utilized **gauge charts** for KPIs, enhancing **clarity by 30%.**

EDUCATION

Oxford Brookes University	*Bachelor of Science - BS*
ACCA	*Associate of Certified Chartered Accountants*

Certification

• Microsoft Certified Power BI Data Analyst	[Certificate Link](#)
• Financial Modelling And Valuation Analyst (FMVA) From CFI	[Certificate Link](#)
• PwC Switzerland - Power BI Job Simulation	[Certificate Link](#)