

# Said Rasool

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## SUMMARY

Data Analyst & BI Specialist with experience in compliance, retail, and fitness industry data analysis. Skilled in uncovering actionable insights through Python, Power BI, and SQL. Proven track record in inventory analytics, member engagement tracking, and sales forecasting to enhance business outcomes.

## EXPERIENCE

### Data Analyst

Utility Stores Corporation of Pakistan  
Islamabad, Pakistan

December 2024 - Present

- Analyzed large datasets for sales, inventory & operations, enabling informed decisions.
- Identified inefficiencies in procurement, optimizing supply chain processes.
- Developed Power BI dashboards to monitor store-level KPIs in real-time.
- Streamlined ETL workflows, reducing manual effort and boosting accuracy.

### Data Analyst (Part Time)

Aetrios (Safa Gold Mall Gym Project)  
Islamabad, Pakistan

March 2025 - Present

- Analyzed gym sales, membership trends & client activity to drive strategy.
- Designed Power BI dashboards to support promotional and retention decisions.
- Collaborated with staff to improve services through data insights.
- Handled data cleaning and transformation tasks for reliable reporting.

### Data Scientist (Intern)

Ezitech  
Rawalpindi, Pakistan

June 2024 - September 2024

- Learned ML, ETL pipelines, and deep learning architectures (ResNet, VGG, U-Net).
- Worked on datasets like Tiny ImageNet and brain tumor MRIs.
- Applied theoretical concepts to real projects, gaining hands-on experience.

## EDUCATION

### Bachelors of Science in Computer Science

- Federal Urdu University of Arts, Science & Technology | Islamabad, Pakistan | 2021 | 3.58

## CERTIFICATIONS

- Microsoft Power BI** – Punjab Skills Development Institute, 2025
- Python for Data Science** – IBM Cognitive Class, 2025

## SKILLS

- Tools:** Power BI, Excel (PivotTables, VLOOKUP), SQL, PostgreSQL
- Data Wrangling:** Cleaning, Transformation, Feature Engineering, ETL
- Analytics:** Forecasting, EDA, Statistical testing, Business Insights
- Languages:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn)
- ML/DL:** Regression, Classification, CNNs (ResNet, VGG, Inception, U-Net), Keras, TensorFlow