

# Said Rasool

Data Analyst | Power BI | Tableau | Python | SQL

 saidrasool402@gmail.com |  +923421976221 |  in/said-rasool-513607177 |  github.com/rasoolsaid1985  
 <https://tinyurl.com/said-rasool-portfolio>

## SUMMARY

Data Analyst & BI Specialist with expertise in analyzing large datasets across compliance, retail, and fitness sectors. Designed interactive Power BI dashboards, Python-based forecasting models, and SQL-driven ETL pipelines, optimizing supply chain operations by 15% and improving data accuracy by 10%. IBM-certified in Python and Data Analysis, with advanced skills in deep learning (CNNs, U-Net). Passionate about leveraging data to drive business growth and operational efficiency.

## PROFESSIONAL EXPERIENCE

### Data Analyst

Utility Stores Corporation of Pakistan - Islamabad, Pakistan

January 2024 - Present

- Analyzed large-scale sales datasets, uncovering key buying trends that directly influenced corporate strategy.
- Identified procurement inefficiencies, driving a **15% optimization in supply chain processes** using data-driven insights.
- Built dynamic **Power BI dashboards** to monitor over 100 store-level KPIs in real-time.
- Streamlined ETL workflows, reducing **manual workload by 20%** and improving **data accuracy by 10%**.

### Data Analyst (Part Time)

Aetrios (Safa Gold Mall Project) - Islamabad, Pakistan

February 2025 – May 2025

- Conducted analysis of gym sales, member behavior, and retention metrics to support strategic planning.
- Designed targeted **Power BI dashboards** that informed promotional campaigns and client engagement efforts.
- Collaborated with operations and marketing teams to implement **data-backed service improvements**.
- Cleaned and transformed raw data, ensuring reliability and consistency in monthly performance reports.

### Data Scientist (Intern)

Ezitech - Rawalpindi, Pakistan

June 2024 - September 2024

- Gained hands-on experience with ML pipelines, CNNs (ResNet, VGG, U-Net), and ETL workflows.
- Worked with complex datasets like Tiny ImageNet and brain tumor MRI scans, applying advanced image processing techniques.
- Built and tested deep learning models from scratch, gaining proficiency in TensorFlow and Keras.

## Projects

**HR Analytics Dashboard** - <https://github.com/rasoolsaid1985/Tableau>

**Tools: Tableau, Python, SQL**

- Created dynamic HR dashboard visualizing workforce data: gender, education, departments, and locations.
- Enhanced Tableau visuals with Python preprocessing and SQL joins across multiple HR data tables.
- Enabled drill-down and filtering features for deep HR insights.
- Supported HR strategy by transforming raw data into intuitive, decision-ready visuals.

**Uber Data Analysis Project** - <https://github.com/rasoolsaid1985/powerbi>

**Tools: Power BI, Python, SQL**

- Analyzed 1M+ Uber vehicle type records, identifying revenue trends (3.98–4.01 range).
- Used Python and SQL for cleaning, joining, and summarizing over 1.7M data points.
- Developed functions to process 1.7M data points, improving efficiency by 20%.
- Used Power BI to deliver actionable insights for operational decisions.

## CERTIFICATIONS

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**Microsoft Power BI (2025) – Punjab Skills Development Institute**

Built interactive dashboards, performed DAX-based calculations, and published reports to Power BI Service.

**Python for Data Science (2025) – IBM Cognitive Class**

Covered Python essentials for data analysis using Pandas, NumPy, and Matplotlib.

**Data Analysis with Python (2025) – IBM Cognitive Class**

Explored regression, correlation, and exploratory data analysis on real datasets using SciPy, Seaborn, and Scikit-learn.

## SKILLS

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**Business Intelligence & Visualization:** Power BI, Tableau, DAX, Power Query, Excel

**Programming & Data Science:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn), SQL

**Data Engineering:** Data Cleaning, Data Wrangling, ETL, Feature Engineering, Data Transformation

**Machine Learning:** Regression, Classification, CNNs (ResNet, VGG, U-Net), TensorFlow, Keras

**Analytics:** Exploratory Data Analysis, Predictive Analytics, Forecasting, Statistical Analysis

**Tools:** Git, GitHub, Google Colab, VS Code

**Soft Skills:** Communication, Problem-Solving, Cross-Functional Collaboration

## EDUCATION

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**Bachelor of Science in Computer Science**

Federal Urdu University of Arts, Science & Technology – Islamabad, Pakistan

Graduated: 2021