

Said Rasool

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SUMMARY

Data Analyst & BI Specialist with hands-on experience in analyzing large datasets across compliance, retail, and fitness sectors. Proven ability to uncover actionable insights using **Power BI, Python (Pandas, Scikit-learn)**, and **SQL**. Delivered measurable impact such as optimizing supply chain operations by 15% and improving data accuracy by 10%. Adept at building **interactive dashboards**, forecasting models, and machine learning pipelines. IBM-certified in Python and Data Analysis, with a strong foundation in **deep learning (CNNs, U-Net)**. Passionate about turning data into decisions that **drive growth and efficiency**.

EXPERIENCE

Data Analyst

Utility Stores Corporation of Pakistan
Islamabad, Pakistan

December 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

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.

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.

CERTIFICATIONS

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

BI & Visualization

Power BI | Tableau | Power Query | Excel

Programming & Data Science

Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn) | SQL

Data Engineering

Data Cleaning | Feature Engineering | ETL Pipelines | Data Transformation

Machine Learning & Deep Learning

Regression | Classification | CNNs (ResNet, VGG, U-Net) | Keras | TensorFlow

Analytics & Statistics

EDA | Forecasting | Statistical Analysis | Business Intelligence

Tools & Platforms

Git | GitHub | Google Colab | Power BI Desktop | VS Code

EDUCATION

Bachelor of Science in Computer Science

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

Graduated: 2021