

Rimsha Siddiqui

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TECHNICAL SKILLS:

- **SQL** – MySQL: Stored Procedures, Data Retrieval, Aggregations, Window Functions, Subqueries and CTEs, Data Cleaning, Data Modeling, DQL, DML, DDL.
 - **ADVANCED EXCEL** – Data Cleaning and Preparation, Data Analysis with Pivot Tables, Filtering and Sorting, Formulas, VLOOKUP, XLOOKUP and Functions.
 - **POWER BI** – Power Query, Data Modeling, DAX, Data Visualization, Data Storytelling, Interactive Dashboards, Power BI Service, Data Refresh and Automation, Performance Optimization.
 - **PYTHON** – Pandas, NumPy, Matplotlib, Exploratory Data Analysis, ETL, Data Transformation.
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WORK EXPERIENCE:

Data Analyst Intern

Sep 2024 –Dec 2024

Ai Variant.

- Cleaned and standardized a **108K+** multi-source dataset using Excel and Power Query, improving data consistency by **35%** for accurate analysis.
 - Performed product, customer, and sales analysis, identifying high-performing segments and low-retention groups that informed strategic shifts.
 - Designed 3 interactive **Power BI dashboards** with DAX, enabling real-time insights for decision-makers and reducing manual reporting time by **40%**.
 - Worked closely with a cross-functional team to deliver insights and client-facing presentations, contributing to a **10%** improvement in report clarity and decision speed.
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PROJECTS:

Customer-Churn Analysis – Telecom Industry [SQL | Power BI] [GitHub](#)

- Analyzed **6,418 telecom customers** using SQL and Power BI, identifying key churn patterns across tenure, contracts, and payment methods.
- Discovered a **27% overall churn rate**, with **47% churn** among month-to-month contracts and higher churn in **Fiber Optic users** and **mailed check payments**.
- Delivered an interactive **Power BI dashboard** enabling stakeholders to monitor churn drivers and take data-backed decisions.

Performance Analysis – Walmart Stores [SQL] [Presentation](#) | [GitHub](#)

- Analyzed **45K+ Walmart sales transactions** using advanced SQL (CTEs, window functions, joins) to identify **top-performing branches, profitable product lines, and customer segments**.
- Detected **fraud anomalies** and provided actionable insights for **revenue optimization and customer targeting**.
- Resolved **15** key business queries for Walmart Stores through SQL, enabling data-driven decisions at the top level.

Financial Analysis – Credit Card Spending [Power BI | Excel] [GitHub](#)

- Cleaned and analyzed **26K+ transactions** using Excel and Power Query, preparing data for advanced reporting.
 - Built a **multi-page Power BI dashboard**, enhanced report performance by **5%** using DAX to optimize measures column, interactive filters, and KPIs for financial performance tracking.
 - Boosted operational efficiency by **10%**, proposed **6** recommendations, and enhanced decision-making.
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EDUCATION:

Bachelor of Commerce | Indira Gandhi National Open University, Mumbai, Maharashtra | July 2025

CERTIFICATIONS / AWARDS:

- Get Job Ready: **Data / Business Analytics** Certificate | ExcelR Institute
- Earned a **5-star gold badge** on [hacker rank](#) and SQL (Basic) Certificate.
- Data Analyst **Internship** Certificate | Ai Variant