

PROFILE

- Self-motivated business professional with over one year of Business Analyst experience with a strong affinity for analytics & management
- Goal-orientated individual with excellent interpersonal skills and a passion for leading teams
- Strives in demanding environments, solving complex problems and performing multiple tasks
- Fluency in **English, French, and Urdu**

TECHNICAL SKILLS

Core Technical Skills

- Microsoft Office 365, Excel, SQL, Python, Jupyter Notebooks, Pandas, Seaborn, Matplotlib, Tableau, Power BI

Other Software & Skillset

- JIRA, Agile Methodology

EDUCATION/CERTIFICATES

Data Analytics Bootcamp Certificate

March 2023

The Alexander Freberg Data Analytics Bootcamp – Charleston, South Carolina

Honours Bachelor of Commerce – Management & Business Analytics

September 2016 – August 2020

Telfer School of Management - University of Ottawa, Ottawa, ON

Strategic and Competitive Intelligence Professionals (SCIP) Certificate

April 2019

Major Projects:

March 2023

- **Data Cleaning with SQL**
 - Utilized many different SQL scripts to clean and organize a large dataset
- **Data Exploration with SQL**
 - Wrote various SQL scripts to explore a dataset to answer insightful questions
- **Amazon Web Scraping with Python**
 - Used libraries such as Beautiful Soup to help scrape data off an Amazon ad
- **CoinMarketCap.com API with Python**
 - Used libraries such as Pandas, Seaborn, and Matplotlib to create a crypto API and plot the data
- **Bike Sales Analysis with Excel**
 - Provided in depth data analysis on sales data for a bicycle company
- **Data Professionals Job Survey Visualization with Power BI**
 - Cleaned and analyzed data to create a dashboard on key metrics from the survey
- **Seattle Airbnb Data Insights Visualization with Tableau**
 - Created a dashboard on meaningful insights with data from the year of 2016

PROFESSIONAL EXPERIENCE

Business Analyst

(Promotion) January 2022 – Present

DuraFast Label Company – Toronto, ON

- Gathered business requirements from stakeholders using various techniques while gathering and developing relevant documentation
- Utilized **JIRA** to create high quality **user stories** and documentation with other agile team members
- **Forecasted sales and market trends** to provide analysis on current business practices
- Created decks via analysis of customer operations outlining operational innovation & supply chain logistics improvement resulting in **saving up to 30% in monthly expenditure and up to 60 days in shipment**
- Contributed to **quality assurance & control practices** by monitoring customer feedback on various issues involving **website UI design** and products sold
- Met stakeholder concerns by leading a project deliverable involving the removal of several cost barriers resulting in a **reduction of 25% in operational down time**

Account Manager

January 2021 – December 2021

DuraFast Label Company – Toronto, ON

- Contributed directly to **over 750k in revenue** in the year 2021
- Successfully provided clients **long-term investment** plans with a **cost-benefit analysis**
- Analyzed my portfolio of clients to track **customer behavior, performance of products sold**, and trends of variable products to **develop an effective strategy** where applicable
- Enhanced **relationship management, communication, and presentation skills** by conducting meetings to show clients business plans to increase internal efficiencies with our product line