Sayed Ashfaq

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SKILLS

- **Languages** : Python, SQL, MySQL
- **Frameworks** : scikit-learn, Git, github, BigQuery, SnowFlake, Tableau, Power BI, Streamlit
- **Data Analysis & Visualization** : Numpy & Pandas, Matplotlib & Seaborn, Statistical Analysis, Root Cause Analysis, Business Analytics, Business Communication
- **Other Skills** : Automation, Prompt Engineering, Decision Making, Critical Thinking, Quick Learner, Data Cleaning and Transformation, Problem-Solving, Documentation

EXPERIENCE

Associate Analyst   Feb 2023 - May 2025
CAMP Systems   Hyderabad

- Utilized MySQL to analyze and manage datasets for customers like Mountain Aviation and VistaJet, enhancing planning and decision-making efficiency.
- Designed interactive dashboards to uncover trends and forecast schedules, supporting strategic decision-making.
- Identified 16% of accidents happened when the flight was in landing phase - it is the most contributing factor for accidents.
- Participated in internal discussions with analytics leads to refine metrics, validate SQL queries, and optimize insights delivery.
- Generate weekly flight data usage report using MySQL and Python (Ad-hoc reports) to generate trend reports.

Highlights: Report generation, Dashboard Creation, PowerBI, Problem-solving, stake-holder cross communication

PROJECTS

Customer Churn Prediction using Flask & Machine Learning
🔗 https://github.com/sayed-ashfaq/Customer-Churn-Prediction

- Developed and deployed Customer Churn Prediction models using Random Forest, XBoost, to predict customer churn using real-time inputs.
- Conducted EDA and discovered key insights: high churn in month-to-month contracts and low churn in-term contracts.
- Experimented with different techniques of feature engineering and sampling methods to achieve the 98% accuracy score.
- Deployed models using Flask and Pickle, creating a basic web interface to upload csv file and perform real-time predictions.

Highlights: Data transformation, cleaning, prediction, deployment, stakeholder usage

Data Governance PoC Snowflake + Streamlit (Snowpark)

- Developed Data Governance Proof of concept in Snowflake, implementing row-level access policies and role-based access models for secure data access.
- Applied dynamic data masking for PII (e.g., emails, SSNs) in Snowflake, ensuring GDPR compliance for 500K+ records.
- Built a role-based access control model with fine-grained policies for different user groups, Created process documents and training materials.
- Developed a Streamlit app to visualize top accessed tables, daily query trends (excluding weekends), and cron job–based metrics.

Highlights: Governance, Dashboards, usage reporting, documentation

Target SQL Analysis Insights for Americas Leading Retail Chain
🔗 https://github.com/sayed-ashfaq/Target-SQL

- Applied CTEs, Joins, Subqueries, and Window Functions to analyze 100k+ e-commerce orders across eight relational tables.
- Explored customer behavior, payment trends, and delivery performance using multidimensional data.
- Identified 39% order cancellations, peak purchase times (afternoon/night), and areas for delivery optimization to enhance customer satisfaction.
- Highlighted rapid e-commerce growth and recommended workforce adjustments to meet demand

Highlights: Research, Custom datasets, qualitative and quantitative analysis, business insights generation.

Sales and Customer's TableauDashboard
🔗 https://public.tableau.com/app/profile/sayed.ashfaq/viz/Book2_17349611290570/CustomersDashboard

- Designed Tableau dashboards for sales and customer insights with interactive year, state, and region analysis.
- Visualized KPIs like sales, profits, customer trends, and orders with comparative trends.
- Highlighted customer distribution and top 10 customers by profit using advanced visualizations.
- Added navigation buttons and drill-downs for enhanced user experience and deeper analysis.

ACHIEVEMENTS

- Google Analytics 4 (GA4) Certification — Skillshop by Google
- Basketball: Improved excellent partnership and collaboration skills . Won Gold twice in college (intermediate level).
- 5K Marathon: Awarded a medal in the Decathlon-organized 5K marathon.
- Chess: Developed creative and structured thinking, also Secured second place in a company chess tournament.

EDUCATION

Singhania University   2023
Bachelor of Science │ 8.2 CGPA

RELEVANT COURSES & CERTIFICATIONS:

- Data Science & Machine Learning Program – Scaler Academy (Ongoing, 2025)
- Google Data Analytics Certificate (GA4) – 2025
- SQL & Python for Data Analytics (Completed on Udemy)