

# SHEHALA FATHIMA P

Data Analytics

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## PROFESSIONAL SUMMARY

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Aspiring Data Analyst with a Bachelor of Business Administration, and a 3-month Data Analytics certification from Rows and Columns, Calicut. Hands-on experience in CRM analytics projects using Power BI, including data cleaning, visualization, KPI tracking, and interactive dashboard development. Skilled in Power BI, Tableau, Excel, and SQL, with a strong ability to translate complex datasets into actionable insights, support data-driven decision-making, and drive business growth.

## PROJECTS

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Data Analytics Trainee

2025 May-Aug

Rows and Columns, Calicut

- Developed an interactive CRM analytics dashboard using Power BI, analyzing 3,000+ customer records to track lead conversion, sales trends, and pipeline performance.
- Performed data cleaning, transformation, and validation using Power Query, Excel, and SQL, improving reporting efficiency by 30%.
- Created KPI reports and visualizations for sales performance, deal closure rates, and customer segmentation, enabling data-driven business decisions.
- Designed dynamic dashboards in Tableau for real-time insights and, enhancing actionable reporting.

## SKILLS

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Hard Skills: Excel, Power BI, SQL, Tableau

Soft Skills: Communication & Presentation skill, Attention to Detail.

## EDUCATION

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**Bachelor of Business Administration (BBA)**, Peekay CICS Arts and Science college, Mathara

University of Calicut, 2022 – 2025.