SHANZA WAHEED

+92 311-516-2478 | **Email** | **LinkedIn** | **GitHub** | **Islamabad, Pakistan**

PROFESSIONAL SUMMARY

"I'm a Data Analyst who enjoys working with data to solve real problems. I use Python, SQL, Excel, and Power BI to clean, analyze, and visualize information, helping teams understand trends and make informed decisions."

PROJECT EXPERIENCE

- **Ecommerce Sales Analysis – Built Power BI dashboard for sales insights (GitHub)**
- **Online Book Store Analysis – Designed SQL queries, reducing excess stock by 20%. (GitHub)**
- **Festivals Sales Analysis – Conducted trend analysis using Python (GitHub)**
- **Hospital Emergency Room Analysis – Performed data analysis and visualization in Excel (GitHub)**

WORK EXPERIENCE

Self Employed, Freelancer   Islamabad, Pakistan
Position: Data Analyst   Feb 2023 – Present

- Developed sophisticated Excel models to analyze marketing performance, increasing lead generation by 20% while optimizing campaign efficiency and resource allocation.
- Built 4+ interactive Power BI dashboards tracking KPIs like customer acquisition cost, accelerating data-driven decision-making.
- Automated reporting processes, reducing manual analysis time by 30% and improving real-time campaign adjustments.
- Identified high-performing marketing channels through data analysis, reallocating budget to boost ROI by 15%.

Zain Enterprises   Islamabad, Pakistan
Position: Accountant   Jan 2022 – Jan 2023

- Managed 50+ monthly general ledger entries and 15+ bank reconciliations, ensuring 100% compliance with financial policies.
- Prepared 12 monthly financial statements and annual budgets, improving reporting accuracy by 20%.
- Optimized QuickBooks processes, reducing reporting time by 25% and enabling real-time financial insights.
- Analyzed quarterly cash flow reports, identifying cost-saving opportunities and improving budget efficiency.
- Maintained error-free financial records, supporting audits and streamlining month-end closing by 15%.

EDUCATION

University of the Punjab– Bachelor's Degree in Commerce (B.Com)   Oct 2020 – Jan 2022

Key Courses: Financial Accounting, Business Economics, Marketing Management, Financial Management, Business Law, Cost & Management Accounting, Income Tax & GST , Investment Analysis , Digital Marketing, Auditing.

SKILLS

- **Tops Skills:** Data Analysis, Python, SQL, Power BI.
- **Tools:** Microsoft Excel (Pivot Tables, Excel Macros, VLOOKUP), Microsoft Office, Microsoft Power BI, QuickBooks.
- **Interests:** Badminton, Travelling, Social Activities.
- **Languages:** English, Urdu, Punjabi

Certification

- **QuickBooks Online Accountant Certificate**