

Hafiz Siraj uddin khan (Siraj khan)

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Skills

- Data modeling, SQL, R programming and Power BI dashboards, DAX Language and Python Fundamentals.
- Excel countif,sumif and other functions,pivot tables, Conditional formatting and VLOOKUPS.Data extraction and analysis, Reporting, SQL(DDL.)
- Strategic decision making , multi-tasking along with carrying out tasks to strict deadlines. Analytical skills to gather complex data and create insight for a normal audience, advance budget forecasting using excel, identifying areas for improvement and reporting to senior managers. Excellent communication skills along with strong continuous learning and development personality.

Experience

March 2023 - September 2023

Softoglx International PVT LTD, Manchester – *Data Analyst*

- Using Microsoft Power query to clean and transform data to create insights along with creating schema(data modeling) like one-to-many or one-to-one relationship and identifying Primary and foreign keys to establish relationship between tables with Data engineers . Additionally, using excel formulas for calculations for sales and marketing teams along with generating insight as dashboards for senior stakeholders with Power Bi and pivot tables. Additionally, using SQL to extract data about customer purchases and understanding their purchase patterns when needed from Relational databases. however it's not that often as the company is still developing its data warehouses and working on their ETL process. Along with Learning Python with Engineers while Job Shadowing.
- Skills (Excel countif,sumif,pivot tables,Data modeling, SQL and Power BI dashboards,Python fundamentals.)

November 2022 - June 2023

Natwest Bank, Manchester – *Fraud Analyst*

- Experience in fraud analysis as daily activities involve monitoring credit card fraud trends, extracting data from databases of banks and identifying potential fraudulent scams and sharing the new trends with the team and cancellation of credit cards that are being suspected to fraud and raising the fraud trends and reporting it to the team.
- **Skills** (Data extraction and analysis, Reporting, Organizational skills, SQL, Communication multi-tasking along with carrying out tasks to strict deadlines and Microsoft Office literate (excel, PowerPoint

October 2022 - February 2023

Google, Manchester –*Data Analytics 6 months Professional certification*

- (I was doing it while working as fraud analyst) Extensive Practical experience in creating dashboards and creating visuals in Tableau from tableau public data and google tableau data analytics data. Using Big query to analyze the data by using SQL. Extensive practical experience of using SQL and R programming language in RStudio as the certification platform provides practical platforms like RStudio to have hands-on experience. Knows how to apply if statements, create new data frames, apply pipe functions, clean, transform and analyze data in RStudio and can generate visualization by using ggplot.
- **Skills** (SQL, Tableau, Excel and R programming, Analytical skills to gather complex data and create insight for a normal audience, advance excel using IF statement, VLOOKUPs and pivot tables)

February 2020 - September 2021

Premier, Glasgow –*Retail Manager*

- Able to proactively identify areas for improvement for products and services. Finance and strategic decision-making and budget forecasting and cost and profit analysis along with monitoring inventory and ordering it accordingly as a retail manager for 1.5 years along with dealing stakeholder for managing the prices of products.
- **Skills** (Strategic decision making, budget forecasting using excel, identifying areas for improvement and communication skills and reporting to senior manager)

December 2018 - July 2019

Fitted, Lahore –*Marketing Manager*

- Marketing plan and promotion of the products in retail outlets and negotiation of profit margin as marketing manager. Fitted is a local brand in Lahore that produces local shirts and sells it online and puts it on display in different outlooks in garment stores. The job was to handle the promotion of our product via a garment store that is generally famous in the city.
- **Skills** (Marketing budget using excel and Planning, negotiation and meeting deadlines with dealing with stakeholders for managing the prices of products along with strategic decision making, budget forecasting using excel, identifying areas for improvement and communication skills and reporting to senior manager.)

July 2018 - September 2018

Mindbridge, Lahore – *Administrator Supervisor*

- A call center that handles UberEATS complaints like if a customer has the wrong order or there are any allergic issues and wants a refund than we have to deal with that request, and I was supervising the team of 8 people.
- **Skills** (Dealing with Customer complaint and management of team)

Education

April 2021 - August 2022

University of Roehampton, London – *MBA(Master In Business Administration)*

Result- 2.1 (Merit)

September 2019 - October 2020

University of Glasgow, Glasgow – *MSC International Strategic Marketing*

Result- 2.2 (Pass)

October 2014 - June 2018

University of Punjab, Lahore – *BBA(Bachelor of Business Administration–Insurance and Risk management)*

Result- 1st Division (3.59/4 cgpa)

October 2012 - June 2014

Government College of Science – *Higher School Certificate.*

Result-1st Division.

October 2010 - June 2012

Crescent Kid Campus – *Secondary School certificate.*

.Result-1st Division.

Certifications.

- **Microsoft Power BI Professional 5 months certification(Currently Pursuing)**

Learnings(Preparing data for analysis with Excel 2. Harnessing the power of Power BI 3. ETL process in Power BI and advance DAX Language)

- **Excel Power Tools for analysis**

Learnings(Power Query Power Pivot Data Modelling Power BI).

- **Introduction to Python**

Learnings(Python fundamentals basic, Arithmetic operations along with branching and repetition and functions)

- **IBM Data warehouse engineering Professional certification (3 Modules Completed)**

- **Google (Data Analytics 6 months professional certification)**

Learnings(SQL, R Programming,, advance excel and Tableau)

- **Working with Big Query**

Learnings (Uploading the data and using SQL to manipulate and extract the data and creating visualization by exporting the data to Google studio.)

- **Google WEB Analytics beginners and advance level**

Projects

- A systematic overall review of research conducted in the past 10 years for EWOM adoption and purchase intention by measuring effects of online communities, credibility and trustworthiness.
- How Covid has affected online businesses and its impact on their sales.(ABC Company)
- Increase in restaurant sales by monitoring and analyzing customer taste in wines along with the food they order. Then start making those wines as complementary along with the order with a little higher price .
- Dashboards of World happiness data from tableau and creation of other visualization projects in Power bi.