

Mohd Mehtab Siddiqui

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PROFESSIONAL SUMMARY

Data Analyst with an MSc in Big Data Analytics and hands-on experience in Python, SQL, ETL pipelines, dashboards, experimentation, and user behavior analysis. Proven ability to translate complex data into actionable insights that drive engagement, retention, and performance optimization. Strong collaborator with experience supporting data-driven products and business decisions.

EDUCATION

- **MSc. Big Data Analytics**, Trent University, Canada | Sep 2023 – Dec 2024 | GPA: 90.5
Relevant Coursework: Big Data, Data Mining, Machine Learning, Data Science with Python, Data Visualization, Statistical Modeling.

TECHNICAL SKILLS

- **Databases/Programming Languages:** PL/SQL, SQL, Python, R
- **Analytics & Statistics:** A/B Testing, Experimental Design, Statistical Analysis, Data Mining, Feature Engineering
- **Business Intelligence:** Power BI, Tableau, KPI Tracking, Dashboard Development
- **Data Engineering:** ETL Pipelines, Data Cleaning, Automation, Data Validation
- **Tools:** Power BI, Tableau, Advanced Excel (Pivot Tables, Macros, VLOOKUP, XLOOKUP), MYSQL, SAP concepts (financial data modeling), WinSCP, ServiceNow, MongoDB, DigitalOcean

Certifications

- **Microsoft Certified: Power BI Data Analyst Associate**
- **Microsoft Certified: Azure Fundamentals**

EXPERIENCE

Data Analyst Intern at Longworth Dental Clinic, Ontario

Sept 2024 – Feb 2025

- Designed and maintained **end-to-end ETL pipelines** using Python and SQL to consolidate multi-source survey and operational data into a **single source of truth for product and service decisions**.
- Built **Power BI dashboards** tracking KPIs, trends, and user feedback, enabling stakeholders to **monitor performance and identify opportunities to improve customer experience**.
- Analyzed **user behavior and survey responses** to uncover drivers of engagement and satisfaction, translating insights into **actionable recommendations for service improvements**.
- Automated reporting workflows on **cloud infrastructure**, improving data reliability and reducing manual effort by **30%**.
- Partnered with non-technical stakeholders to **define metrics, interpret insights, and support data-driven operational changes** impacting customer outcomes.

ACADEMIC PROJECTS

Customer Behavior & Retention Analysis (Python, SQL, Time Series Forecasting, Data Visualization)

- **Cleaned and structured** customer shopping data using Pandas and NumPy, **handling missing values and transforming** date columns for time-based analysis.
- Identified **purchase patterns, sales trends and customer spending behavior** through Seaborn and Matplotlib visualizations.
- Forecasted revenue and sales trends using Facebook Prophet and time-series modeling, enabling forward-looking financial planning.
- Provided **data-driven insights** into **customer purchasing behavior and seasonality trends**, enabling better **inventory and marketing strategies**.

Climate Change Analysis (Python, Power BI, Machine Learning, Data Visualization)

- **Identified** climate trends, temperature variations, and country-wise weather patterns **using** Seaborn and Matplotlib visualizations.
- Implemented **Linear Regression, Decision Trees, and Random Forest Regressors** to model **temperature variations**, optimizing models using **cross-validation (K-Fold)** and feature selection techniques (**RFE**).
- **Developed visual analytics dashboards** to track **global climate patterns, temperature anomalies, and long-term environmental trends**, allowing better data-driven climate insights.

Publication

Hand Sign Language Detection Using Machine Learning

- Co-authored a research paper on sign language detection using CNN-based image classification, achieving **97%** accuracy in alphabet prediction through a custom-trained model.
Published in IJAR SCT, Vol. 2, Issue 5, May 2022 - [DOI: 10.48175/IJAR SCT-4144](https://doi.org/10.48175/IJAR SCT-4144)