KAIF ANIS SAYED

DATA ANALYST

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ABOUT ME

Evidence-driven Data Analyst with hands-on experience delivering end-to-end business analytics on real-world datasets. Specialized in funnel analysis, KPI measurement, customer behavior analysis, and insight communication. Strong at validating assumptions, identifying bottlenecks, and translating complex data into decision-ready insights using SQL, Python, and Power BI.

SKILLS

Analytics, Statistics & Business Insight

EDA | Funnel & Cohort Analysis | KPI Design & Performance Measurement | Hypothesis Testing | Descriptive & Inferential Statistics

Programming, Data Modeling & ML

Python (Pandas, NumPy, Matplotlib, Seaborn) | SQL/MySQL (CTEs, Joins, Window Functions, Subqueries) | Feature Engineering | Supervised & Unsupervised ML | Reinforcement Learning | Sentiment Analysis

Visualization, Reporting & Workflow

Power BI (DAX basics, KPI Dashboards, Drill-downs) | Dashboard Storytelling & Executive Reporting | Excel | Data Cleaning & Validation | Jupyter Notebook | VS Code | GitHub

PROJECTS

Supplier Profitability & Dependency Risk Analysis – Retail / Wholesale | SQL, PYTHON, POWER BI   [GitHub](#)

- **Analyzed & engineered** a unified vendor performance dataset by **integrating 6 retail procurement**, **sales, inventory, and freight tables** using **SQL CTEs** and **Python ETL,** enabling **100% coverage of vendor-level profitability, purchasing, and inventory metrics.**
- Identified key profitability and risk drivers by conducting **EDA, correlation analysis, confidence intervals, and hypothesis testing in Python,** uncovering **72% unit-cost reduction** from bulk purchasing, **65%+ purchase dependency** on top vendors, and statistically significant **profit margin differences (p < 0.05).**
- Built & visualized executive-ready Power BI dashboards to quantify **$2.7M in unsold inventory**, **flag low stock-turnover vendors**, and isolate low-sales high-margin brands, enabling data-driven pricing optimization, vendor diversification, and inventory optimization decisions.

ShopEasy Customer Funnel & Sentiment Analysis – E-Commerce | SQL, PYTHON, ML, POWER BI   [GitHub](#)

- Analyzed end-to-end **marketing funnel using SQL**, identifying conversion volatility from **4.3% (May) to 18.5% (Jan)** and uncovering seasonal/product-led spikes, including **150% conversion** for Ski Boots.
- Evaluated customer engagement metrics (views, clicks, CTR) via **Power BI**, revealing a **15.37% CTR** despite declining **H2 reach**, and isolating content and product categories driving peak conversions.
- Conducted **Python NLP sentiment analysis on 357+ customer reviews**, quantifying **275 positive vs 82 negative sentiments** with an **average rating ~3.7**, enabling targeted recommendations to lift **satisfaction toward 4.0+.**

ConnectTel Customer Churn Analysis & Prediction - Telecom Industry | SQL, PYTHON, ML, POWER BI   [GitHub](#)

- Analyzed **~7,000+ subscription customers** using S**QL, Python, Power BI, quantifying ~26–27% overall churn**, with month-to-month plans driving **~1.4× higher churn** and **tenure <12 months** contributing **~40% churn**, highlighting contract and lifecycle risk.
- Built & visualized interactive **Power BI churn dashboards**, identifying electronic check users (**~45% churn**), fiber-internet customers (**~35% churn**), and high monthly charge segments as primary churn drivers, enabling focused retention targeting.
- Developed & predicted churn using a **Random Forest ML model**, achieving **~80%+ accuracy**, isolating tenure, contract type, and monthly charges as top predictors, and flagging **~15–20% active customers as high-risk**, estimating **~5–8% potential churn reduction** through proactive intervention.

Olist Funnel Analysis for Revenue Optimization - E-commerce | PYTHON, POWER BI   [GitHub](#)

- Analyzed & cleaned **5** Olist e-commerce datasets (**Python, Pandas, EDA**) → uncovered an overall MQL→Closed conversion of **~10.4%** and identified channel-wise efficiency gaps (Paid/Organic outperforming Social/Email) → measured via **funnel conversion rates** and **time-to-close distributions.**
- Built end-to-end funnel, velocity, and efficiency analysis (**Python → Power BI**) → revealed **~70–75% of deals close** within **30 days** and **top ~20%** of SDRs/SRs drive majority of closed deals → quantified through time-based segmentation and rep-level deal concentration.
- Visualized post-sale operations in **Power BI** to identify bottlenecks → found **~12-day average** delivery time, **~8% delayed** orders, and **highest variability in carrier→delivery stage** → measured via delivery KPIs and stage-level variability analysis to guide logistics optimization.

EDUCATION

B.S.C COMPUTER SCIENCE

University of Mumbai

- Core coursework: Data Structures, Databases, Statistics, Programming
- Self-driven specialization in Data Analytics & Machine Learning