

# KAIF ANIS SAYED

DATA ANALYST

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## ABOUT ME

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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

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### 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

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### 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 SQL, Python, Power BI, quantifying ~26–27% overall churn, with month-to-month plans driving ~1.4x 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

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### **B.S.C COMPUTER SCIENCE**

University of Mumbai

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