

Umer K. Khan

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WEBSITES, PORTFOLIOS, PROFILES

- [LinkedIn](#)
- [Data Analytics Portfolio - Python Projects](#)

PERSONAL INFORMATION

- Relocation: Open to Relocation
- Work Authorization: U.S. Green Card Holder

PROFESSIONAL SUMMARY

Business Intelligence and Data Analyst with **over 4 years of experience** transforming data into strategic business decisions. Built **over 500 dashboards** using tools like Tableau and Power BI, driving insights across marketing, operations, and executive teams. Skilled in **SQL, Python**, and **GA4**, with a track record of accelerating decision-making through automation. Ranked among the **top 500 Kaggle contributors**, with a strong passion for data storytelling and impactful analytics.

PROFESSIONAL EXPERIENCE

Data Analyst, MyRegistry.com, December 2021-Present Fort Lee, NJ

- Developed and maintained **100+ interactive dashboards in Tableau, Power BI and Looker Studio** for Marketing, Ad-Ops, Product, and C-suite stakeholders, improving report accessibility and decision-making speed.
- Automated high-volume ETL processes using Tableau Prep and SQL, **reducing data prep time by 40%**.
- Conducted advanced user behavior and cohort analyses to uncover insights on onboarding, purchase patterns, and repeat visits.
- Built data pipelines from APIs, GA4, and Web Connectors, integrating disparate data sources into unified reports.
- Deployment and scheduling of Tableau Online dashboards, **ensuring 100% uptime and data freshness**.
- Wrote and optimized complex SQL queries involving multiple joins, subqueries, window functions, and CTEs to support advanced analytics.
- Collaborated with engineering to **improve script performance and reduce report runtime by 50%**, leveraging indexing strategies and query refactoring.
- Implemented advanced GA4 event tracking to monitor user behavior and conversion funnels from Google Ads campaigns, enabling data-driven optimization of ad performance.

Data Analyst, ISC Industries, June 2021-December 2021 Carlstadt, NJ

- Processed relational data from SQL Server and MS Access to support sourcing, sales, and operations reporting.
- Designed Excel and Power BI-based dashboards to track inventory movement, vendor performance, and fulfillment KPIs.
- Built automation models to streamline sourcing data ingestion, **reducing manual entry errors by 60%**.
- Delivered ad hoc insights to support operational decision-making, increasing agility of supply chain operations.

Graduate Research Assistant, Rider University, January 2020-May 2021 Lawrenceville, NJ

- Built monthly reports in Excel and Tableau to support curriculum improvement and alumni engagement strategies.
- Conducted survey analyses to guide program planning and resource allocation for the Department Chair.
- Managed alumni outreach database to drive engagement with industry professionals and improve employment outcomes.

EDUCATION

Master of Science

Information Systems, Rider University, Lawrenceville NJ May 2021

Bachelor of Business Administration

Business Administration, SZABIST, Karachi Pakistan January 2019

CERTIFICATIONS

- Tableau Analyst by Tableau
- AZ-900 Microsoft Azure Fundamentals - Microsoft
- Google Analytics Certification

CERTIFICATE COURSES

- Microsoft Power BI - Up & Running with Power BI Desktop
- The Complete SQL Bootcamp 2020: Go from Zero to Hero (PostgreSQL)
- Python for Data Science and Machine Learning Bootcamp

TECHNICAL SKILLS

- Tableau
- Power BI
- Looker Studio
- Microsoft SQL Server
- MS Access
- Azure DevOps
- SQL
- Excel
- Python
- Google Analytics 4
- API integration
- Web Connectors
- ETL
- Data Cleaning
- Data Transformation
- Dashboard automation

LANGUAGES

English:



Native/ Bilingual

Urdu:



Native/ Bilingual

Hindi:



Native/ Bilingual

REFERENCES

References available upon request.