Muhammad Yahya

Chicago, IL · **yahyaehtisham2004@gmail.com** · +1 (630) 901-4535 · **LinkedIn** | **GitHub**

Professional Summary

Business & data analyst with experience supporting GTM, revenue, and operational decisions across SaaS, CPG, and healthcare. Delivered account-scoring and reporting for sales, market insights for forecasting dashboards.

Technical: Python, SQL, R, Excel (advanced), Power BI, Tableau, Looker Studio
Platforms: Salesforce, JIRA, Microsoft Office Suite, Slack

WORK EXPERIENCES

RainFocus — Business Systems Intern & Administrator (Intern →Part-Time)   **Lehi, USA**
May 2025 — Sept 2025

- Integrated Salesforce, Marketo, and ZoomInfo into a unified **35,000+ row GTM dataset** for account-level analytics and reporting
- Engineered temporal recency and cleaned sales-stage features that converted messy **CRM** activity into clear, pre-conversion pipeline signals
- Published prioritized account views in **Looker**, reducing manual account-review time for Sales and marketing, and guiding weekly sales focus
- Resolved **Salesforce** and **JIRA** requests to streamline internal workflows and improve data accuracy across GTM and finance teams.

PepsiCo — Sales & Insights Intern   **Karachi, Pakistan**
Jul 2024 — Sept 2024

- Analyzed 50+ bakery markets to surface expansion opportunities supporting PepsiCo's goal of driving at least **10%** regional revenue growth
- Built a **Tableau** dashboard using **SQL** to aggregate route-level KPIs and sales trends, informing regional distribution decisions

Sindh Integrated Emergency & Health Services — Data Science Intern
Jul 2024 — July 2024   **Karachi, Pakistan**

- Integrated HR timestamp data for **1,800+** employees in **R**, improving attendance accuracy and enabling anomaly detection across shifts
- Built ARIMA/Prophet forecasts and a **Power BI** dashboard for the **Chief Information Digital Officer** to monitor operational efficiency and staffing gaps

---

PROJECTS & LEADERSHIP

Ledger Automation — Predictive Intelligence System
Sept 2025 — Present

- Automated processing of **300–500** monthly cashbook transactions in Python, consolidating **4–6 ledgers** into a single digital workflow
- Added cash-flow and trend forecasts to give management **faster visibility** into daily liquidity and spending patterns

SaaS Analytics Warehouse — SQL-Based Data Model & Analytics

- Developed a SaaS analytics warehouse in **SQLite** and engineered 6 analytical SQL views to compute revenue trends, usage behavior, and customer health score.
- Designed a Power BI dashboard used to surface at-risk customers and upsell targets, enabling **18%** of accounts showing payment risk and **12%** high-usage/low-revenue expansion opportunities.

EDUCATION

Knox College — BA in Integrative Business Management & Data Science
Expected June 2026

- Relevant Coursework: Neural Artificial Intelligence, Data Mining, Database Systems, Mathematical Statistics, Program Design & Methodology, Managerial Finance,
- Knox Trustees Distinguished Scholarship (merit-based)