

ZAID AHMED

Data Analyst

📞 7208241075 ✉ zaidu2020@gmail.com 🔗 [LinkedIn](#) 🔗 [GitHub](#)

SUMMARY

Passionate about leveraging skills in data analytics to drive insights and contribute to impactful decisions, an enthusiasm for uncovering market trends and optimizing strategies is evident. Practical experience in advanced analytical tools, feature engineering, and data visualization aligns seamlessly with the mission to harness data for informed decision-making. Proficiency in Python, Power BI reflects a commitment to enhancing data-driven strategies, ready to translate data into actionable intelligence.

EDUCATION

Bachelor of Business Administration

Indraprastha Institute Technology & Management

📅 08/2021 - 05/2024

12th

Kendriya Vidyalaya, New Delhi

📅 01/2021 - 06/2021

10th

Kendriya Vidyalaya, Mumbai

📅 01/2019 - 06/2019

PROJECTS

Google Play Store Dataset Cleaning

📅 01/2023 - 02/2023

Google Play Store Dataset Cleaning (EDA)

- Performed data cleaning & EDA using Python, Pandas, and advanced analytical tools to uncover key insights.
- Conducted feature engineering & pre-processing to prepare data for predictive modelling and deeper analysis.
- Applied EDA techniques to analyze app performance, user behavior, and market trends.

ElectroHub

📅 12/2024 - 01/2025

ElectroHub (Power BI)

- Transformed & analyzed raw Excel data to uncover key business insights.
- Built interactive Power BI dashboards to track sales, profit, and product performance.
- Identified top/bottom-performing products and analyzed sales trends over time.
- Examined sales-profit relationships & discount patterns to optimize pricing strategies.
- Mapped orders & sales distribution across cities for better market targeting.
- This project enabled ElectroHub to make data-driven decisions and enhance sales strategies.

SKILLS

Advance Excel

Data Manipulation

Data Science

Data Visualization

DAX

EDA

EXCEL

Feature Engineering

Github

hypothesis testing

GA4

Google Analytics

Machine Learning

Matplotlib

Numpy

Pandas

Pivot Table

Power BI

power query

Python

Scikit-Learn

Seaborn

Sklearn

SQL

Statistical Analysis

VS Code

IBM Cognos Analytics

INTERESTS



Emerging Technologies

Exploring emerging technologies in Data science.



Blog Writing

Writing blogs about data analytics and visualization techniques.



Problem Solving

Solving puzzles and brain teasers to sharpen problem-solving skills.

CERTIFICATIONS



Data Visualization and Dashboards with Excel and Cognos

IBM- Issued Jan 2025



Data Visualization & Dashboard Essentials

Coursera- Issued Jan 2025



Google Analytics Cetification

Skillshop- Issued Feb 2025, Expires Feb 2026