

Zaid Ahmed

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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.

EXPERIENCE

Data Analytics Intern

Tracida

July 2024 - January 2025

- Analyzed large datasets using Python, SQL, and Power BI, driving 25% improvement in Tracida's data-driven decisions.
- Conducted Vehicle Halt Pattern Analysis using Power BI, DAX, and Power Query Editor to identify inefficiencies and optimize fleet operations.
- Developed data models and dashboards to track vehicle stoppages, analyze patterns, and improve operational efficiency.
- Provided data-driven insights to reduce idle time, enhance route planning, and optimize overall logistics performance.

PROJECT

BlinkIT Product Analysis

Personal • github.com/zai225/Blinkit-Product-Analysis <https://github.com/zai225/Blinkit-Product-Analysis> • January 2025 - January 2025

- 1. Analyzed Blinkit's sales data using Power BI, DAX, and Power Query Editor.
- 2. Developed dashboards to track key KPIs like sales, customer satisfaction, and inventory.
- 3. Analyzed large datasets using Python, SQL, and Power BI, driving 25% improvement in Tracida's data-driven decisions.

ElectroHub Sales Analysis

Personal • github.com/zai225/ElectroHub-Visual-Insights <https://github.com/zai225/ElectroHub-Visual-Insights>

- November 2024 - November 2024
- 1. Leveraged Power BI and predictive modeling to analyze sales trends, optimize pricing, and forecast opportunities.
- 2. Enabled data-driven decisions, leading to a 15% revenue increase and strategic market expansion.
- 3. Developed interactive dashboards and automated reporting systems, enhancing real-time insights for key stakeholders.

EDUCATION

Bachelor of Business Administration(Marketing)

Institute of Information Technology and Management (IITM) • Delhi, India • 2024

CERTIFICATIONS

Google Analytics Certification

Skillshop • 2025

- Validates expertise in using Google Analytics to track, analyze, and interpret website and marketing performance for data-driven decision-making.

Data Visualization and Dashboards with Excel and Cognos

IBM • 2024

- Covers creating interactive dashboards and visualizing data using Excel and IBM Cognos to derive actionable business insights.

SKILLS

Areas of Interest: Data Cleaning, Data Visualization, Dashboards, KPI's, EDA, A/B Test, AWS

Technical Skills: Python, SQL, Excel, Power Bi, DAX, Statistical Analysis, Predictive Modeling, Data Modeling, AWS S3, AWS Lambda, ETL