

ZEESHAN ALI

B. Engg-Cse, MBA-Business analytics

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WORK EXPERIENCE

Data Steward/Data Analyst – Twimbit (June 2023 – Present)	<ul style="list-style-type: none">Manage and maintain data repositories, specifically focusing on data requirements and solutions for analytics engagements in the ICT industry.Conduct data cleanup and transformation activities to ensure data accuracy, consistency, and completeness in alignment with industry-specific standards.Utilize data visualization tools to create informative and insightful data visualizations, presenting data findings in the context of ICT projects.Collaborate with cross-functional teams to establish and enforce data governance policies and procedures, considering industry-specific compliance requirements.Analyse and interpret large datasets using SQL and an analytical mindset, drawing actionable conclusions for ICT analytics projects.Apply ETL processes and Master Data Management (MDM) principles, with a focus on their application in the ICT domain, to ensure data accuracy and relevance.Engage in direct client interactions within the ICT industry, understanding their unique data needs, and providing expert data solutions and support for analytics projects.
Principal Consultant/Business analyst-Peoplestrong (Nov 2020 – June 2023)	<ul style="list-style-type: none">Provide expert advice on management and business consulting to help clients optimize their operations and improve their bottom lineConducting market research and analysis to identify trends, opportunities, and potential risks for clientsRegular communication with clients to develop business and growth strategies that align with their goals and objectivesExpertise in SQL allows me to write efficient and optimized queries to extract insights from large datasets. (Join Function)Understanding and resolving functional challenges to meet complex business requirements by constant communication.Planning, documenting and executing cases for internal and user acceptance testing for smooth change management.Providing up-to-date on industry trends and best practices related to business strategy, market analysis, and management consulting.Conceptualizing ways to enhance the features of the product according to emerging market dynamics.Provided advisory services to clients in various industries such as healthcare, finance, and manufacturing.Collaborated with cross-functional teams to ensure initiatives were aligned with business objectives and compliance requirements.Monitor, process, and correct client data by adhering to corporate data quality standards.TABELAU - Develop dashboards and visualisations that empower decision makers. Able to creatively stretch the capability of Tableau to customise and develop creatively stunning and dynamic visualisations.

ACADEMICS

Qualification	Institute	Board / University	Year	% / CGPA
MBA - Business analytics	Amity institute of competitive intelligence & strategic management, Noida	Amity University	2020	7.7
B.E - CSE	Sri Krishna College of Engineering & Technology, Coimbatore	Anna University	2017	6.5
XII	T.E.A Public School, Tirupur	Tamil Nadu Board	2013	65%
X	T.E.A Public School, Tirupur	Tamil Nadu Board	2011	75.8%

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CERTIFICATIONS / PUBLICATIONS

- **LEAN SIX SIXMA GREEN BELT** from British Standards Institution (BSI).
- Completed digital marketing course from knowledge society.
- Undergone implant training in UNIQ technologies at Coimbatore.
- Presented paper presentation in national level conference at SKCET.

ACHIEVEMENT

- Letter of Appreciation from **TILDA HAIN PRIVATE LIMITED** for outstanding performance in live project.

TECHNICAL & SOFT SKILLS

- Strong Computer Skills and can develop, organize and complete tasks, projects using Software Programs Such as: **Microsoft Excel, Tableau, SQL, Microsoft office outlook, MS word and Power point, Salesforce.**
- Ability to communicate effectively and good Team player
- Work Ethic, Adaptability, Problem Solving, Attention to details.

PROJECTS / LIVE PROJECTS/INTERNSHIP

Grey Atom 24-28 th August 2020	<ul style="list-style-type: none">• Banking project-Predict if the client will subscribe to a term deposit based on the analysis of the marketing campaigns.
Boston Consulting Group (BCG) April 2020-May 2020	<ul style="list-style-type: none">• Completed Boston Consulting Group (BCG) Strategy Consulting Virtual Experience Program with InsideSherpa in which I was given a practical big data project to work on.
TILDA HAIN Private limited (Aug) 2019	<ul style="list-style-type: none">• Factors influencing consumer buying behaviour on sensible portion veggie straws in Delhi NCR region.
Bridge group solution May 2019- July 2019	<ul style="list-style-type: none">• Concluded a study on the role and importance of life insurance in portfolio management and investment decision as a summer intern
Main project 2017	<ul style="list-style-type: none">• An enhanced fall detection system for elderly person monitoring using consuming home network.
Mini project 2015	<ul style="list-style-type: none">• HOSPITAL MANAGEMENT -This application is used by Doctor, Staffs and Patient of a hospital to assist them with all basic requirements such as getting appointments, viewing prescriptions and other records. Patients receive Email notifications for confirmation of appointments.

EXTRA CURRICULAR ACTIVITIES

Creative Art	<ul style="list-style-type: none">• Gold Medalist in Drawing competition organized by Lions Club	2014
Sports	<ul style="list-style-type: none">• Winner of intra-college Football tournament, SKCET College• Winner of intra-district Football tournament	2014 2015
Interests/Hobbies	<ul style="list-style-type: none">• Football, Reading, swimming, Travelling, Photography.	
Languages known	<ul style="list-style-type: none">• English, Hindi, Turkish(intermediate), Spanish (beginner)	

POSITIONS OF RESPONSIBILITY

Member, Student Placement Committee	<ul style="list-style-type: none">• Managing corporate relations and engagements, AICISM, Noida.• Facilitating the end-to-end placement process.	2018-2020
Event Coordinator	<ul style="list-style-type: none">• Managed the intera university YOUTH PARLIAMENT EVENT.	2019
Event Coordinator	<ul style="list-style-type: none">• Managed the national level conference on Demystifying Analytics for competitive intelligence and strategic decision making.	2019