



## TEK011647 (Data Analyst - 3 + Year)

■ Bachelor of Engineering

### Highlights

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- Results-driven Data Analyst / Business Analyst with Good experience in statistical analysis, data visualization, and business process optimization.
- Proven expertise in developing financial models, forecasting budgets, and utilizing tools such as Excel, SQL, and Power BI to drive business insights and decision-making.
- Adept at identifying trends, forecasting, and delivering actionable recommendations.
- Skilled in collaborating with cross-functional teams to support strategic objectives and enhance operational efficiency.

### Skills

#### Primary Skills

- Power BI
- Product Data Analyst

#### Secondary Skills

- SQL
- Tableau

#### Other Skills

- **Data Analysis:** Statistical Analysis, Forecasting, Trend Identification
- **Tools & Technologies:** Power BI, Tableau, Python, SQL, Advanced Excel (VLOOKUP, PivotTables, Macros), JIRA
- **Data Visualization:** Report Automation, Dashboard Creation, Performance Metrics
- **Financial Analysis:** Budget Preparation, Variance Analysis, Cost-Benefit Analysis

### Projects

#### Project - 1 - IT Industry (7 months)

**Role :** Data Analyst / Product Analyst

#### **Responsibilities :**

- Analyzed customer behavior data to optimize user experience and increase conversion rates by 25%.

- Utilized Advanced Excel and SQL to extract and manipulate sales data, identifying key trends for inventory management.
- Developed dashboards using Power BI to track eCommerce metrics, such as sales performance, traffic sources, and cart abandonment rates.
- Implemented A/B testing on website features and promotional campaigns, resulting in a 15% increase in average order value.
- Monitored key performance indicators (KPIs), providing regular reports to stakeholders to guide business decisions.
- Performed market analysis to identify emerging trends and competitive positioning in the eCommerce landscape.
- Transformed complex data sets into actionable business insights, enhancing key performance indicators (KPIs) and contributing to overall business growth.
- Conducted comprehensive analyses of product features, extracting actionable insights to evaluate product performance and identify opportunities for optimization.
- Collaborated with marketing, product development, and operations teams to provide actionable insights and support strategic initiatives, ensuring alignment across departments.
- Gained foundational knowledge in machine learning algorithms to enhance predictive analytics and drive business insights.

## **Project - 2 - IT Industry (25 months)**

**Role : Business Analyst**

### **Responsibilities :**

- Conducted in-depth data analysis to identify trends and provide actionable insights, resulting in a 20% increase in operational efficiency.
- Collaborated with cross-functional teams to gather and document business requirements, ensuring alignment with project goals and stakeholder expectations.
- Developed and maintained detailed project documentation, including business requirements documents (BRDs), use cases, and process flow diagrams.
- Facilitated stakeholder meetings to elicit requirements and prioritize project tasks, improving communication and project delivery timelines.
- Utilized data visualization tools (e.g., Tableau, Power BI) to create comprehensive dashboards, enhancing decision-making processes for senior management.
- Implemented Agile methodologies in project management, contributing to a 30% reduction in project delivery time and increased team collaboration.
- Conducted user acceptance testing (UAT) to ensure solutions meet business needs, resulting in a 95% satisfaction rate among end-users.
- Presented findings and recommendations to stakeholders using clear, concise reports and presentations, driving informed strategic decisions.

## **Project - 3 - IT Industry (21 months)**

**Role : MIS Executive**

### **Responsibilities :**

- Managed and analyzed large volumes of educational data, generating comprehensive reports to support academic and administrative decision-making.
- Identified process improvements to optimize workflows and enhance data reporting.
- Maintained up-to-date knowledge and communication with career seminars, providing relevant information to

participants

## Awards

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- PwC Switzerland Power BI Certificate
- CloudyML Power BI Certification