

SUMMARY

Data Analyst with over 4+ years of active experience in the collection, analysis, and interpretation of large datasets for business solutions. Proven expertise in leveraging Excel, VBA Macro, Python, Azure, PySpark, SQL, Tableau, and Power BI for data management, analysis, and visualization. With proven skills in trend identification, process optimization, and actionable insights for stakeholders, th is professional is adept at working collaboratively with cross-functional teams to accomplish organizational goals. Strong analytical skills, attention to detail, and a passion for leveraging data to solve complex projects, particularly in the eCommerce industry.

SKILLS

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|--------------------------------|--|------------------------|
| • Data Analysis and Insights | • Python (Pandas & NumPy) & R | • KPI Reporting |
| • Market Research and Strategy | • SQL | • Inventory Management |
| • Consumer Behaviour Analysis | • Power BI | • R Programming |
| • Sales Trend Forecasting | • Advanced Excel | + |
| • Cross-Promotion Strategies | • Enterprises Resource Planning (Odoo) | |

EXPERIENCE

DATA ANALYST, 11/22 to Present

AQAM Group, UAE

- Conducted in-depth analysis of sales performance and customer data to identify opportunities for promotional activities and strategy adjustment.
- Developed and implemented cross-promotional strategies and building offers to increase sales and customer engagement.
- Created and managed a dashboard using Power BI to monitor promotional campaign effectiveness and track key performance indicators.
- Collaborated with marketing and sales teams to design and execute trade marketing campaigns, ensuring alignment with business objectives and market trends.
- Analysed market trends and consumer behaviour to forecast demand and adjust promotional strategies accordingly.

SALES DATA ANALYST, 2021 to 2022

DATAFRCE, India

- Collected, organized, and maintained sales data from multiple sources (CRM, Enterprise Resources Planning (ERP) systems databases.
- Ensured data accuracy and integrity by cleaning and preprocessing the data and analysed sales trends, performance metrics, and customer behaviour.
- Tracked Key Performance Indicators (KPIs) such as revenue, sales growth, market share, and customer retention.
- Generated detailed sales reports and dashboards using Power BI for management and sales team and presented insights through data visualization (charts, graphs, etc.) to communicate findings effectively.

DATA & MARKET RESEARCH ANALYST, 2018 to 2019

GRANDSQUARE, UAE

- Conducted market research, analysed consumer behaviour, and interpreted data to provide insights that drove marketing strategies, optimized campaigns, and supported business growth through data-driven decision-making.

CLIENT SERVICE CLEARK, 2016 to 2017

TIME SQUARE, UAE

TALENT ACQUISITION CONSULTANT, 2014 to 2016

THIRD WAVE HR NETWORKS, India

PROJECT

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|--|--|---------------------------------|
| • Retail Demand Forecasting Using LSTM. | • Customer Churn Analysis | • Sales Performance Analysis |
| • E-Com Customer Purchase Behaviour Analysis | • Sales and Inventory Analysis Dashboard | • E-commerce CLV Analysis |
| • E-Com Customer Feedback Analysis | | • E-com Customer Churn Analysis |

EDUCATION

- Diploma In Data Science, Scientific and Technical University with 89% GPA
- Bachelor of Electronics and Communication Engineering with 68% GPA