

# HENNA SHAREEF

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## EDUCATION:

Christ University, Bangalore.

Jun 2021

MBA- International Business

Royal College of Engineering & Technology, Kerala.

May 2017

B.Tech- Electronics & Communications Engineering

## EXPERIENCE:

Market Research Intern, MinionLabs Pvt. Ltd., Bangalore

Nov 2019 – Feb 2020

- Conducted market research and developed growth strategies, enabling a successful UAE market launch and achieving a 25% higher investment.

## SKILLS:

### Analytical Tools:

- Power BI
- Tableau
- Advanced Excel, SPSS

### Programming Languages:

- SQL (Structured Query Language)
- Python

### Database:

- MySQL

## PROJECTS:

Revenue Insights- Hospitality Industry [Power BI | SQL | Excel | Dax Studio]

Nov 2024

[GitHub Repo](#) | [Live Dashboard](#)

- Developed Power BI dashboards for a hospitality chain, focusing on Performance Overview, Revenue Overview, and Booking & Rating Overview, integrating data from Excel/CSV files and a SQL database.
- Optimized dashboard performance, reducing query time by 12%, which helped the financial team increase revenue by 18%.

Business Insights 360 – AtliQ Hardware (Brick & mortar and e-commerce) [Power BI | SQL | Excel | Dax Studio]

Sep 2024

[GitHub Repo](#) | [Live Dashboard](#)

- Developed a Power BI dashboard that integrated sales data from two sources (Excel/CSV and SQL database).
- Enhanced performance by 5% through optimization with DAX Studio, leading to a 20% reduction in data-related costs accelerating sales team decisions.

Sales & Finance Analytics Report – AtliQ Hardware [Excel | Pivot Table | Power Query]

Aug 2024

[GitHub Repo](#)

- Developed a detailed P&L report for AtliQ Hardware FY 2022 using Advanced Excel and DAX, enabling precise revenue and expense analysis.
- Optimized data cleaning with Power Query, saving 4 hours of manual effort and improving report accuracy by 30%.

## CERTIFICATIONS / AWARDS:

- Data Science Certification**- Zabeel International Institute of Management, Dubai
- Data Analytics BootCamp 3.0**- Codebasics
- Excel: Mother of Business Intelligence**- Codebasics
- Data Analysis in PowerBi**- Codebasics
- Prediction of future price using Facebook Prophet**- Rhyme.com (Coursera)
- Brand Management: Aligning Business, Brand and Behavior**- Coursera

## OTHER ACTIVITIES:

- Continuous learning to expand knowledge in data science, predictive analytics, and data visualization.
- “Linguistic Explorer”, currently learning French & Arabic to enhance cross-cultural communication and expand opportunities in international markets.