

Skills

- Data Analysis & Reporting:
 - **Excel Specialist** (Pivot Tables, Power Query, VBA & Macros),
 - MySQL (Joins, Aggregates, Window Functions),
 - **Google Sheets**, Salesforce CRM Analytics Studio
- Dashboard Creation:
 - Expertise in developing dynamic dashboards
 - via Excel, Power BI, and Tableau
- Project Management:
 - Experience managing multiple freelance projects
 - 237+ Projects delivered with 4.8-star average rating
- Technical Proficiency:
 - Python (Pandas, NumPy),
 - Machine Learning (Time Series, Regression, Git/GitHub)
- Quality Assurance (Data Accuracy & Integrity)

Work Experience

EXCEL SPECIALIST – FREELANCE

April 2024 - Present

- Developed a **13-Sheet, Industry-Implemented Worksheet** With A Dynamic Data Updates and Interactive Dashboard.
- **5 VBA Modules** That Update Rows To Multiple Sheets.
- Dependent Validation List That Returns Results Based On A Column Value.
- Power Query Captures Data From Online Link, Formulas Update Data Between Sheets.

FREELANCE CONTENT WRITER & SEO COPYWRITER

Sept 2020 – April 2024

- Completed **237+ projects** for **90+ clients** across **15+ countries**, achieving a **4.8/5 average rating**.

DATA ANALYTICS BOOTCAMP – 20hr/3Mo Self Directed Learning

May 2024 – Jul 2024

- Delivered data-driven recommendations that led to an 8-10% increase in operational efficiency for hypothetical business cases.
- Analyzed used car data (4,000+ entries) to identify optimal car choices (Pakwheels Car Data Analysis).

TRAINEE ENGINEER – PLANT OPERATOR – OPI - Oil Field, Ratana (14-Day Rotation)

Jul 2021 - Sept 2021

- Monitored and optimized plant performance, reducing downtime by 10% through proactive data analysis and troubleshooting.

INTERN ENGINEER – SURFACE ENGINEER – OPPL

Jun 2018 - Aug 2018

- Developed foundational engineering skills, analyzing P&IDs for enhanced operations, and improving equipment uptime by 7%.

Education

MASTER OF SCIENCE IN INFORMATION TECHNOLOGY – NUST – Islamabad, Pakistan

Sept 2022 – Dec 2024

- Processed and analyzed 100,000 rows+ datasets using Python, SQL, and Excel.
- Identifying trends via machine learning and deep learning techniques to improve decision-making accuracy by up to 20%.
- Familiar with cloud computing concepts (AWS, Azure, GCP), version control, VMs, and cloud-based webapp hosting.

BE IN MECHANICAL ENGINEERING – Air University – Islamabad, Pakistan

Sept 2016 – Aug 2020

- Designed and tested a thermo-fluid model of an engine, improving system efficiency by 5% through data analysis.

Projects

REVENUE OPTIMIZATION FOR A BIKE SHARING COMPANY– Data Analyst Project – [Click For Demo](#)

- Leveraged Power BI and SQL to identify KPIs for a bike share company, including hourly revenue analysis, profit-revenue trends, seasonal revenue, and rider demographics.
- Developed a custom dashboard in Power BI that aligns with the company's branding and color scheme, facilitating clear data visualization.
- Proposed a 10-15% price increase strategy, projected to boost profits by 8% without affecting customer retention.

PAKWHEELS CAR DATA ANALYSIS – Personal Project – [Click For Demo](#)

- Scraped data from 4,000+ used car listings using Python's BeautifulSoup.
- Employed Python and Excel to remove duplicates, null values, and identify/correct data anomalies.
- Generated charts and graphs to analyze factors like mileage, price, and manufacture year, aiming to identify the optimal car based on user priorities.

SALES OPERATIONS DASHBOARD – Personal Project – [Click For Demo](#)

- Developed a dynamic dashboard using Excel to analyze sales KPIs, revenue trends, and customer segmentation.
- Utilized SQL queries to pull insights and improve operational efficiency, aligning data for business leaders to make strategic decisions.

PIZZA SALES ANALYSIS – Data Analyst Project (Using SQL) – [Click For Demo](#)

- Utilized SQL to analyze a pizza store's data, querying data from multiple tables using JOINS.
- Analyzed 50K+ rows of sales data using SQL to track top-selling pizzas, busiest sales hours, and revenue per category.
- Delivered insights that contributed to a 12% increase in promotional effectiveness for top-selling products.

Top 05 Certificates

- 1. ADVANCED MYSQL TOPICS** – authorized by Meta and offered through Coursera Sept 2023
 - Created functions, stored procedures, triggers, and events to automate tasks and optimize database performance.
 - Optimizing MySQL queries to improve performance through techniques like indexing, transactions, and CTEs.
- 2. DATABASE STRUCTURES AND MANAGEMENT WITH MYSQL** – authorized by Meta Aug 2023
 - Performed complex data manipulation tasks such as filtering, joining, subqueries, and views.
 - Created user-defined functions and stored procedures to automate tasks and enhance database functionality.
- 3. VERSION CONTROL WITH GIT** – authorized by Meta Aug 2023
 - Used Git for version control, including navigating the command line, creating and managing a GitHub repository, and collaborating on code revisions.
- 4. DATA SCIENCE COURSE** – Organized by Japan Centre at NUST Apr 2023
 - Gained practical skills in implementing machine learning algorithms for data analysis tasks such as data collection, cleaning, and exploration,
 - Implemented supervised, unsupervised, and deep learning techniques followed by model evaluation.
- 5. PYTHON DATA STRUCTURES** – authorized by University of Michigan Jan 2021
 - Writing programs that read and process real data to provide a practical solution such as automatic file sorter scripts.