

Irfan Ullah

Microsoft PowerBi

Data Analytics

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Professional Attributes

Results-driven professional with experience in accounting, finance, and data analysis. Proficient in MS Excel, including advanced formulas, pivot tables, and Power Query, with strong capabilities in data presentation using graphs. Familiar with MS PowerPoint, MS Word, and Salesforce, enhancing business communication and reporting. Holds a bachelor's degree in from an accredited university, with demonstrated expertise in qualitative and quantitative research. Strong written and verbal communication skills complement a solid understanding of structured and nonstandard data formats. Familiarity with Power BI adds to a comprehensive analytical skill set, particularly in the software industry.

Skills

- **Technical Expertise:** Extensive knowledge of Power BI, along with proficiency in SQL for creating Power BI reports and graphs. Additionally, I possess mastery in MS Excel, utilizing advanced formulas, pivot tables, and Power Query, and am familiar with MS PowerPoint and MS Word. With experience in accounting, finance, and data analysis, I have strong data analysis skills for working with both structured and nonstandard data formats. I also have demonstrated experience in qualitative and quantitative research, complemented by strong written and verbal communication skills, and familiarity with Salesforce, particularly in the software industry.
- **Collaboration:** Skilled in working collaboratively with cross-functional teams, including business stakeholders, developers, and end-users, to gather requirements, deliver solutions, and ensure successful solutions.
- **Communication:** Strong communication skills, both verbal and written, facilitating effective interaction with clients, team members, and stakeholders, ensuring a clear understanding of project objectives and seamless collaboration.
- **Adaptability:** Thrive in dynamic and fast-paced environments, adept at quickly understanding and adapting to evolving business needs and industry trends, ensuring successful software implementation and support.

Tools

- Microsoft PowerBi
- Data Analytics
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- SQL Server Management Studio
- Salesforce

Strengths

- Technical aptitude and troubleshooting skills
- Teamwork and collaboration skills
- Strong problem-solving skills
- Quick learner and adaptable to new technologies
- Strong commitment to quality and continuous improvement
- Excellent attention to detail and accuracy in work

- Good Research and Development skills
- Strong work ethic and dedication to achieving results

Hobbies

- Reading Books
- Workout, Jogging
- Watching Podcasts, Documentaries.

Training & Certifications

- Microsoft PowerBi from A-Z
- Python for Data Science & Machine Learning from A-Z (Udemy)
- Data Analytics
- R language
- MS Office 365

Experience

Data Analytics & PowerBi Freelance Developer

2 YEARS

- Developed customized Power BI dashboards and reports for various clients, showcasing key performance indicators (KPIs) tailored to their business needs.
- Collaborated directly with clients to gather requirements and ensure data visualizations aligned with their strategic goals.
- Utilized Power Query to perform data extraction, transformation, and loading (ETL), ensuring high data quality and integrity.
- Created and optimized data models in Power BI for efficient reporting and analysis of large datasets.
- Implemented DAX (Data Analysis Expressions) formulas to enhance data insights and facilitate complex calculations.
- Designed intuitive and user-friendly reports, improving client engagement and enabling informed decision-making.
- Conducted data analysis to identify trends and actionable insights, delivering valuable recommendations to clients.
- Provided training and support to clients on Power BI features and best practices, enhancing their data literacy and self-service capabilities.

Education

Government College University, Lahore.

2017 - 2021

BS Political Science

3.15/4 CGPA

Projects

5-MAY-23- PRESENT

Sales Performance Dashboard

Developed a comprehensive dashboard for a retail client to track sales performance across multiple regions.

Integrated data from various sources to visualize trends, identify top-selling products, and monitor sales team performance.

Implemented interactive filters and drill-through capabilities to allow users to explore data in-depth.

Customer Insights Report

Created an interactive report for a marketing agency that analyzed customer demographics and purchasing behaviors. Utilized DAX to calculate customer lifetime value and retention rates, providing actionable insights for targeted marketing campaigns.

Presented findings to stakeholders, leading to a 15% increase in targeted marketing effectiveness.

Financial Overview Dashboard

Designed a financial dashboard for a startup to track key metrics such as revenue, expenses, and profitability. Automated data refreshes and utilized Power Query for seamless data integration from accounting software.

Enhanced decision-making with visual representations of financial trends and forecasts.

Inventory Management System

Developed an inventory management dashboard for a manufacturing client to monitor stock levels and turnover rates. Created alerts and visual indicators for low stock levels and overstock situations, optimizing inventory management processes.

Collaborated with the client to ensure the dashboard met their operational needs and improved supply chain efficiency.

Data Analytics Projects

I have successfully led and contributed to various data analytics projects, leveraging advanced analytical techniques to drive insights and inform strategic decisions. In one project, I utilized MS Excel and Power BI to analyze sales performance data. I developed interactive dashboards that visualized key metrics, facilitating data-driven discussions among stakeholders. Additionally, I implemented SQL queries to extract and manipulate large datasets, ensuring accuracy and efficiency in reporting. My experience also includes conducting qualitative research, where I analyzed customer feedback to enhance product offerings, resulting in improved customer satisfaction ratings. These projects have honed my ability to transform complex data into actionable insights, enhancing business outcomes.