Data Analyst / Business Intelligence Developer

KAREEM DAD

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Skills

- SQL (SQL Server, MySQL, PostgreSQL)
- Python (Pandas, NumPy, SciPy, MatPlotLib)
- R Programming Language
- Machine Learning (Regression Analysis, Market Basket Analysis, Clustering, Classification)
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- Microsoft Power BI
- Microsoft Power Automate
- Microsoft Power Apps

Work Experience

GROWTH ANALYST – Pattern Technologies (Pvt) Limited **–** Lahore, PAK   May 2023 - September 2023

- Built Power BI & Metabase dashboards for key stakeholders, including co-founders, investors, and clients
- Employed Push Notifications, Emails and Customer Journeys based on segmentations to increase customer retention from 8.5% to 20%
- A/B tested and systemised Personalized Recommendation System and Item Redemptions System, resulting in a remarkable 67% increase in repeat orders
- Utilized RFM (Recency, Frequency, Monetary) analysis to expand the active customer base, achieving a notable 66% growth
- Achieved a 61% increase in loyal customers added per month by offering tailored discounts, deals, and vouchers

OPERATIONS DATA ANALYST – Byte Technology Systems – Lahore, PAK   June 2022 - May 2023

- Responsible for operational analytics for manufacturing, supply chain, procurement, CX support, and live operations
- Improved 10% delivery time via creating data visibility across all 5 steps in preparing, and delivering food
- Collaborated with Power App developer to create automated workflows for on time escalation which reduced stock outs by 30%
- Mapped Kitchens' in-Process KPIs on Power BI dashboard to drive sustainable growth by increasing Food Rating from 4.3 to 4.7 and by increasing Kitchens' availability from 88% to 97%
- Built rider cash clearance dashboard which helped business save roughly PKR 1 million per month

Projects

CRYPTOCURRENCY TWEETS ANALYSIS

- Reduced Twitter crypto dataset size by 91% using Pandas and Python
- Conducted 12 exploratory analyses, sentiment analysis, and regression modeling
- Visualized results with MATPLOTLIB and Seaborn libraries for clear interpretation

FARMER PESTICIDE SELECTION DECISION

- Explored farmer's pesticide preferences in northern Sindh through literature review
- Developed and translated a questionnaire, gathering 61 responses in Ghotki and Sukkur
- Analyzed data on pesticide selection criteria using SPSS after thorough cleaning

CUSTOMER SALES ANALYSIS

- Utilized SQL to extract data from 8 different related tables from customer sales databases using JOIN and VIEW
- Transformed and filtered data by using aggregating and filtering function to improve reporting process
- Loaded and visualized data with Python to identify key business intelligences that can improve sales performance

Education

BACHELOR OF SCIENCE IN MANAGEMENT SCIENCES – LUMS – Lahore, PAK   June 2023
Majors: Business Analytics, Data-driven Marketing, Decision Analysis