Contact Info

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Key Skills:

- ✓ Strong organizational skills and proven ability to prioritize.
- ✓ Strong Excel skills, experience with advance formula and Data Analysis and power BI.

- ✓ Strong organizational skills and planning of workflow – capable of planning and managing analytical components of projects to ensure deadlines are met.

- ✓ Excellent communication & multi-tasking skills.
- ✓ Quick learner, ability to learn new skills.

- ✓ Excellent listening, written and verbal communication skills; ability to present ideas.

I.T Skills:

- ✓ Proficient in M.S Office.
- ✓ Microsoft Power BI.
- ✓ Microsoft Dynamics AX.
- ✓ Magento.
- ✓ Shopify.
- ✓ Internet Exploring.
- ✓ Internet Searching.
- ✓ Emailing.
- ✓ Social Media.

Muhammad Umer Mughal

Manager Retail Analytics

About Me

I possess strong proficiency in Power BI, with expertise spanning Power BI Desktop, data modeling, DAX (Data Analysis Expressions), Power Query, and ETL (Extract, Transform, Load) processes. My knowledge extends to SQL and a deep understanding of various data sources. I excel in optimizing data performance and ensuring data security. With a keen aptitude for problem-solving and effective communication skills, I have consistently contributed to data-driven decision-making. My commitment to continuous learning ensures that I stay updated with the latest developments in the field, making me a valuable asset in harnessing the power of data for informed insights. Additionally, I have a track record of creating over 40 Power BI dashboards, including Sales Dashboard, Inventory Management Dashboard, Store Insight Dashboard, Competition Dashboard, HR Performance Dashboard, and numerous other department-specific dashboards. These achievements reflect my ability to transform data into actionable insights that drive business success.

Work Experience

Manager Retail Analytics
Ideas by Gul Ahmed, Karachi
June 2017 - Present

- Monitor and analyze performance and trends within the categories and store to identify and highlight issues/opportunities.
- Analyze business and market trends to recommend new approaches for increased sales.
- Adept at multiple data mining, predictive modeling, classification techniques, strong Analytical and problem-solving skills, open minded flexible, pragmatic.
- Proficient in understanding data structures, data management and manipulation techniques, designing and developing systems.
- Split day wise sales Targets based on Departments, Branches and regions. Management Reporting and Analysis, category analysis (Deep Drive).
- All Channel sales tracking report, stock tracking report and retail sales report.
- Work collaboratively across all functional teams within Knowledge & Insight to embed new processes and support the business requirements.
- Look after e-commerce operations, replenishments, order processing and online sales.
- Develop sound understanding the businesses challenges, key stake holders, data available and way of applying analysis to business.
- Analyzing competitors and its product in terms of price and marketing.
- Campaign & Collection Wise performance Report.

Accomplishments

- ❖ Dashboards development in MS POWERBI using DAX with on-premises & Cloud data sources.

- ❖ Developed a tool which identifies dead and slow-moving inventories with SKU wise First, Last Selling dates along with no. of days not sold. Also, with First, Last Receiving date along with number of days stock received.

- ❖ Visual Merchandizing, Operations Excellence, Supply Chain, Procurement, Marketing Spent Analysis Tools Development, Customers Analytics & Insights Of Whole Sales & E-Commerce Channels.

- ❖ I have created 40+ dashboards containing various insights.

- ❖ I have created 40+ dashboards with various insights, resulting in significant benefits for the company, particularly in terms of increased sales and substantial time savings.

- ❖ Got promoted back-to-back from Executive to Manger Analytics (Ideas Pvt Limited).

Referrals

- ➢ Available on request.

Training & Development:

- Conduct Ad Hoc BI training, design and execute sales and stock outcome report training.
- Determine training needs both for individuals and teams.
- Act as a consultant for challenges usually team mates have to face on the job.
- Discount Management: Working on discount and its implementation during sales campaigns.

Data Analyst
Nielsen Company
Jul 2013 - Jun 2017

Accountant Assistant
Tele Card Limited
October 2012 - July 2013

Internship
National Bank of Pakistan
Dec 2011 - Jan 2012

Customer Coordinator (CCO)
Warid Telecom
Sep 2009 - Dec 2010

Educational Background

Bachelor of Business Administration (HR)
Newport Institute of Economics & Communication
(2009 - 2014)

Intermediate
Government National College
(2007 - 2009)

Matric (Computer Science)
Crown City School
(2005 - 2007)