

ANIS AHMED

Data Analyst | SQL · Python · Power BI · Excel · Data Cleaning & KPI Reporting
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PROFESSIONAL SUMMARY

Data Analyst with 1.5 years of experience in SQL querying, Python-based data transformation, Power BI dashboard development, and KPI reporting. Skilled in end-to-end data workflows — from data cleaning and validation to exploratory data analysis and business insight delivery. Hands-on project experience across supply chain, product, and marketing domains, working with datasets of 1M–12M+ records. Strong communicator with a track record of collaborating with stakeholders to define metrics and deliver data-driven reporting solutions.

TECHNICAL SKILLS

Languages & Querying: SQL (MySQL — Joins, Subqueries, Window Functions, CTEs), Python (Pandas, NumPy)

BI & Visualization: Power BI (DAX, Power Query), Excel (Pivot Tables, VBA Basics), Google Sheets, Matplotlib, Seaborn

Analytics Techniques: Data Cleaning, EDA, Data Validation, KPI Tracking, A/B Testing, Cohort Analysis, Statistical Analysis

Data Engineering: Data Pipelines, ETL, Feature Engineering, Data Transformation, Automation

Other Tools: Git/GitHub, Jupyter Notebook, Google Apps Script

PROFESSIONAL EXPERIENCE

Analyst — CIT Softwares Pvt. Ltd.

Nov 2024 – Present | India

- Analyzed large-scale performance datasets (CTR, CPC, conversion rates) using Excel and Google Sheets to identify trends, uncover inefficiencies, and support business reporting and data-driven decision-making
- Developed and maintained Power BI dashboards and automated reporting systems for KPI monitoring, reducing manual reporting effort by 8+ hours/week
- Performed data cleaning, validation, and transformation across multiple campaign datasets to ensure accuracy, consistency, and reliable reporting for stakeholders
- Conducted A/B testing, trend analysis, and KPI tracking to reduce wasted ad spend by 15–20%; collaborated with stakeholders to define metrics and deliver performance reporting solutions

SELECTED PROJECTS

Supply Chain Analytics | Vendor Performance & Inventory Optimization | SQL · Python · Power BI | [GitHub](#)

- Queried and integrated 12.8M+ sales and 2.3M+ purchase records from multiple relational tables using SQL joins, aggregations, and CTEs; built a Python (Pandas, NumPy) pipeline for data cleaning, feature engineering, and EDA
- Conducted statistical hypothesis testing (t-tests, confidence intervals) to validate vendor profitability differences; identified \$2.7M+ inventory risk and uncovered bulk purchasing opportunities reducing unit cost by ~70%
- Developed interactive Power BI dashboards for vendor performance tracking, profitability comparison, and inventory risk visualization — enabling data-driven procurement decisions

Product Analytics | User Behavior, Retention & Churn Analysis | Python · Pandas · NumPy | [GitHub](#)

- Analyzed 130K+ user events across 10K+ users (streaming platform) — engineered engagement metrics, session activity KPIs, and subscription lifecycle tracking across multi-table datasets
- Performed cohort analysis and behavioral segmentation to identify retention patterns; detected ~60% drop in engagement pre-churn and found that early platform activity improves retention by ~5x
- Identified that engaged users convert at 5–6x higher rates; generated actionable insights for onboarding optimization, content strategy, and retention improvement

Marketing Analytics | Campaign Performance & A/B Testing | SQL · Python · Power BI | [GitHub](#)

- Built an end-to-end analytics pipeline to process 900+ days of campaign data (CTR, CPC, conversions); engineered KPIs and applied regression analysis ($R^2 \approx 0.79$) to identify key performance drivers
- Conducted A/B testing and statistical analysis to evaluate campaign variations; detected high-CPA outliers (>\$35) and identified platform-level performance differences (Facebook vs. Instagram)
- Recommended ~20% budget reallocation based on data-driven insights; developed dashboards for ongoing KPI tracking and stakeholder performance reporting

EDUCATION

MBA – Information Technology | Maharshi Dayanand University, Rohtak
BBA – Business Administration | Radha Govind University

2022 – 2024
2019 – 2022

PERSONAL INTERESTS

Trekking (High-altitude endurance; reached 4,200m peak), Swimming, Long-distance Running