

Abdullah Ayub

Data Analyst

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G: [GitHub](#) | L: [LinkedIn](#) | P: [My Portfolio](#)

PROFESSIONAL STATEMENT

Experienced Data Analyst skilled in Power BI report design and data visualization, ensuring user-friendly dashboards. Collaborates internationally to maintain data integrity, leveraging strong SQL and ETL expertise. Knowledgeable in insurance industry dynamics and Salesforce, with a proactive approach to delivering efficient solutions.

SKILLS

Programming: Python, R, SQL (DDL & DML), VBA
Database Management: SQL Server, MySQL, PostgreSQL, Apache kafka
Statistical Analysis: Hypothesis Testing, Time Series Analysis, Customer Analytics
Cloud: Azure SQL Database, Azure virtual machines, Amazon web services (AWS), Google cloud
Data Analytics & Visualization: Tableau, Power BI (DAX, Power Pivot, Power Shell), QlikView, Microsoft Excel (VLOOKUP, Pivot tables), Google Sheets, and Google Analytics
Additional Skills: Data Analysis and Reporting, Data Modelling (Star Schema, Snowflake), Data Governance, Data Integration, SDLC, Agile Methodologies, ETL, Project Management (Jira, Kanban)
Soft Skills: Excellent problem-solving skills with a critical, collaborative support, peer support and innovative mindset
Communication: Effectively communicated intricate data findings to non-technical stakeholders, fostering informed decision-making and Cross-Functional Collaboration.

EXPERIENCE

August 2023 – Present

Data Analyst (Business intelligence) at CodeBasics | UK, Remote

Conducted in-depth data analysis using Power BI and SQL for Atliq hardware, identified key trends and performance indicators. Improved efficiency by 15% through creation of dynamic dashboards offering a comprehensive view of crucial business metrics facilitating data-driven decision-making.

January 2023 – July 2023

Data Scientist at Digitify | London, UK

Integrated AI models for object detection and text extraction from Customer ID cards using OpenCV and OCR. Optimized Machine Learning solutions and enhanced model performance through algorithm tuning, reduced overall customer complaints about to 30%.

August 2021 – January 2022

Back-end Developer at Infogistic | Remote

Contributed to the development of CloudClinik Medical Care App. Integrated queue management functionality into the system, led to 30% reduction in patient wait time at clinic. Troubleshoot SQL performance issues through indexing in database. Collaborating across departments, automated data pipelines and crafted interactive dashboards using SQL and Prime Faces, empowering dynamic visualization of crucial medical metrics.

PROJECTS

Supply Chain Data Analytics in FMCG Domain | April 2024 | [Project Report link](#)

OYO Hotel Revenue Data Analysis project | March 2024 | [Project link](#)

Zomato Food Chain Network Analysis and Visualization | March 2024 | [GitHub link](#)

Healthcare Data Analytics using Excel (Pivot tables) | February 2024 | [GitHub link](#)

Business Insights 360 using Power BI | February 2023 | [Project Report link](#)

Data Visualization & Exploratory Data Analysis of Covid 19-Tableau | January 2024 | [GitHub link](#)

Neuromarketing Analysis with AI | November 2023 | [GitHub link](#)

EDUCATION

January 2022 - March 2023

MSc in Data Science, University of Essex- UK

Distinction

September 2017 - July 2021

Bachelor's in Software Engineering, Bahria University – Pakistan

GPA: 3.2/4.00

LICENSURE AND CERTIFICATIONS | [MY CERTIFICATES](#)

Microsoft Certified Power BI Data Analyst Associate, April 2024

Microsoft Certified Azure Data Scientist Associate, March 2024

Google Data Analytics Professional, Coursera, January 2024

AWS Certified Cloud Practitioner, August 2023

Specialized Data Analysis using Power BI, Codebasics.IO, May 2023