

AZAD RAEEN

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Professional Summary

Detail-oriented and results-driven **Data Analyst** with over **3 years** of experience in **data manipulation**, statistical analysis, and data visualization. Proficient in tools such as SQL, Python, **Power BI**, Google Looker Studio, and **Excel**, with a proven ability to develop actionable insights that drive business decision-making. Adept at building **interactive dashboards**, automating reports, and conducting deep-dive analyses to identify trends and optimize performance. Highly skilled in transforming **complex datasets** into clear, concise reports that enhance stakeholder communication. Passionate about using data to solve business problems and improve operational efficiency through **Business Intelligence (BI) solutions**, particularly in e-commerce and marketing analytics.

Technical Skills

Languages and DataBases: Basic Python, Numpy, Pandas, Matplotlib, Seaborn, SQL, RDBMS.

Visualization Tools: Power BI, Google Looker Studio, and Excel.

Other Skills: Advanced Excel, Vlookup Functions, **Pivot Table**, Macros, Index Match, Data cleaning, **Data modeling**, Data management, Data presentation, Business Intelligence, KPI Analysis, **DAX**, Data Integrity, Report and dashboards development, Data Integration, BI Report Development, ETL process, Power Query, GTM, Google Analytics, Project Management, e-Commerce tag Analysis, Business Intelligence & Reporting, Business Decision-Making.

Soft Skills: Attention to Detail, Analytical thinking, Problem-solving, Communication, decision-making, Interpersonal skills, Team collaboration, **Analytical skills**, Teamwork, Organization, **Time management**, and Critical thinking.

Experience

Enthuons Technologies Pvt Ltd

October 2021 - September 2024

Data Analyst

Noida India

- Designed, developed, and maintained Business Intelligence (BI) solutions using Power BI Desktop, enhancing data-driven decision-making processes.
- Developed and **maintained 50+ interactive dashboards** and reports using Power BI, Google Looker Studio, and Tableau, improving **decision-making efficiency by 40%**.
- Collaborated with cross-functional teams to ensure seamless data integration and system connectivity.
- Advanced data preprocessing techniques to **collect**, organize, clean, and standardize datasets from multiple sources, ensuring exceptional data accuracy. Harnessed tools like Power BI and Excel to extract actionable insights, **design interactive dashboards**, and deliver strategic reports that empowered stakeholder decision-making.
- Tracked and analyzed key performance indicators (KPIs) across various business metrics, employing Power BI and Advanced Excel to create dynamic dashboards that drove a **20% improvement** in performance and enhanced **stakeholder understanding by 30%**.
- Created custom DAX measures and calculated columns in Power BI Desktop to support advanced analytical requirements.
- Conducted in-depth marketing and subscriber retention analysis, optimizing customer acquisition and marketing efforts.

Health Biotech Ltd

September 2020 - September 2021

Data Entry Operator

Baddi HP India

- Accurately and efficiently entered data into spreadsheets, maintaining high levels of **data integrity**.
- Implemented automated data validation processes**, resulting in a significant reduction in errors and increased data accuracy.
- Utilized **Microsoft Excel**, **Google Sheets**, and database systems for effective data management.

Education

Dr. A.P.J Abdul Kalam Technical University

Jul 2016 - Aug 2020

Bachelor In Technology

Lucknow India

Certification: Data Analytics

Advance Diploma In Computer Application (ADCA)

COVER LETTER

AZAD RAEEN
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Dear HR, Talent Acquisition,

I am thrilled to apply for the **Data Analytics** position at your company. With **3 years of experience** in data analysis, business intelligence, and dashboard creation, I am confident in my ability to deliver actionable insights and support strategic decision-making for your team.

At Enthuons Technologies, I was responsible for developing and maintaining **over 50 dashboards using Power BI and Google Looker Studio**. By automating data refresh processes and creating user-friendly interfaces, I reduced report generation time by 40% across departments. This significantly improved the efficiency of decision-making, allowing teams to react more quickly to market trends and opportunities.

I used Google Looker Studio and Power BI to develop real-time dashboards for senior management, improving the efficiency of **monthly performance reviews by 25%** and enabling more data-driven decision-making.

As a data analyst passionate about customer behavior analysis, marketing analytics, and sales analysis. I was drawn to Enthuons Technologies' work in Analytics. My skills in data analysis and data visualization make me confident that I can contribute to your team's success.

Using Power BI, I developed interactive dashboards that visualized key sales metrics, leading to a **15% improvement in sales** team performance tracking.

I am proficient in analytical tools such as SQL, Python, Google Analytics, Web Analytics, and GTM, combined with my experience in **data visualization** tools like Excel, Google Looker Studio, and **Power BI**, which enables me to communicate data-driven insights effectively.

I like to explore the **relationship between numbers and translate digits and spreadsheets into stories**. In today's era of big data, these data-driven insights serve as the foundation for actionable business strategies, helping organizations make informed decisions and solve complex challenges.

I am excited about the opportunity to contribute my expertise to your company. I am confident that my **ability to manage data, generate insights**, and present findings clearly would make me a valuable addition to your team.

I look forward to discussing how my skills can support your goals. Please find my resume attached for further details.

Thank you for your time and consideration. I look forward to hearing from you soon.

Best Regards,
AZAD RAEEN