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📍 Jalandhar Punjab, India

Akeel Farooq

Profile

I am a driven and results-oriented Business Analyst with 2 years of professional experience, specializing in project management, data analytics, and business process improvement. I have a proven track record of leading successful initiatives, including projects that enhanced customer satisfaction by 10% within 6 months, and developed cost-effective methodologies for market trend analysis. Proficient in Python and SQL programming languages, my expertise lies in analytical thinking, problem-solving, and clear communication. I am dedicated to delivering high-quality results and am confident in my ability to make a positive impact within any organization.

INDUSTRY EXPERIENCE

Toyshine	Business Analyst	March`23 - Present

PROJECTS

Market Trend Analysis	• Proficient in Python (pandas, NumPy, sci-kit-learn) for statistical analysis and modeling. • Skilled in Tableau and Matplotlib/seaborn for insightful visualizations. • Experienced in market research methodologies including surveys, assessments, and competitor analysis
Customer Feedback Analysis for Product Improvement	• Implemented a feedback collection system using Python. • Analyzed multichannel feedback with Python libraries (pandas, NumPy). • Identified product enhancement areas for UX and functionality. • Contributed to a 30% increase in customer satisfaction. • Used Python for data interpretation and strategic planning. • Implemented retention strategies based on feedback analysis.
Cost Reduction and Process Optimization	• Spearheaded Python-driven initiative to analyze and address production inefficiencies. • Key contributor to cross-functional collaboration, employing SQL for efficient data analysis. • Achieved a 15% reduction in production costs while upholding quality standards, utilizing advanced statistical analysis with R.

Microcent Pvt Ltd	Business Analyst	Feb` 22 -Feb`23

- Supported senior analysts in gathering and documenting client project requirements while researching to identify process improvement opportunities.
- Delivered clear presentations to stakeholders, collaborated with development teams for accurate implementation, and contributed to user manual creation, while gaining proficiency in essential tools like Microsoft Office Suite and Visio.

CERTIFICATION

- Data-driven decisions with Power BI
- Fundamentals of Business Analysis
- Excel Fundamentals for Data Analysis
- Google Data Analytics
- Customer Analytics

RELEVANT EXPERIENCE & SKILLS

- Proficient in Python (pandas, NumPy, sci-kit-learn) for statistical analysis and modeling.
- Experienced in SQL for data querying and analysis.
- Skilled in data visualization using Tableau, Matplotlib, and Seaborn.
- Ability to lead initiatives for process optimization and cost reduction using Python, SQL, and statistical analysis techniques.
- Familiarity with data warehouse development processes, including requirements gathering, ETL, and BI tools like Tableau and Power BI.

EDUCATION

University: Lovely Professional University

Degree: Master of Technology in Data Science and Analytics

CGPA: 8.72/10

University: Lovely Professional University

Degree: Bachelor of Technology in Computer Science and Engineering

CGPA: 6.66/10