

Zeeshan Akram

Junior Data Analyst

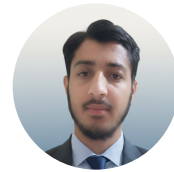
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🌐 in/zeeshan-akram

🔗 zeeshan-akram-ds

🌐 portfolio.vercel.app

📍 Remote, Pakistan (Available for US Eastern Hours)



PROFESSIONAL SUMMARY

Junior Data Analyst with a Software Engineering foundation, specializing in Python, SQL, Power BI, and advanced Excel. Demonstrated success transforming raw, complex datasets into actionable business strategies. Delivered high-impact analytical projects processing over **1 million** records, identifying critical revenue opportunities, optimizing ETL pipelines, and designing stakeholder-ready interactive dashboards for executive decision-making.

TECHNICAL SKILLS

Programming & Databases: Python (Pandas, NumPy) SQL (PostgreSQL, MySQL) CTEs & Window Functions

Business Intelligence: Power BI DAX Tableau Data Visualization Dashboarding

Data Engineering & Analysis: Advanced Excel Power Query ETL Pipelines Statistical Analysis

Soft Skills: Data Storytelling Stakeholder Communication Cross-functional Collaboration Business Acumen

PROFESSIONAL EXPERIENCE

Data Science & Analytics Intern | DevelopersHub Corporation

2025

📍 Remote, Pakistan

- Designed and deployed the *Superstore Executive Sales Dashboard* in Power BI, tracking regional profitability and Year-over-Year (YoY) KPIs to guide executive strategy.
- Automated data cleaning pipelines utilizing Python, increasing overall data processing efficiency by **30%**.

FEATURED ANALYTICS PROJECTS

UK Retail CLV & RFM Segmentation Intelligence System

2025

Advanced Excel · Power Query · Power Pivot · DAX · Funnel Analytics

🔗 Explore Project

- Analyzed **£17M+** in revenue across **1M+** retail transactions utilizing Power Query for ETL and a custom Power Pivot relational model.
- Engineered a threshold-based RFM segmentation model; revealed a Champion buyer (**£8,767 CLV**) yields **40x** the value of an At-Risk customer (**£220**), translating findings into actionable marketing strategies.
- Formulated a growth hypothesis modeling that upgrading just **5%** of the stagnant Potential Loyalist segment generates **£390K+** in incremental lifetime revenue.

Olist E-Commerce Operations & Customer Intelligence

2025

Python · Advanced SQL · Power BI · Metrics & Reporting

🔗 Inspect Repository

- Processed **113,000+** orders across **9** relational tables, reducing memory usage by **60%** via Python data type optimization.
- Engineered custom delivery and freight metrics to isolate operational fulfillment bottlenecks.
- Proved logistics drives churn through statistical analysis, demonstrating on-time orders average **4.2 stars** compared to **2.5** for late deliveries.

ClassicModels Wholesale Business SQL Analytics

2025

MySQL · CTEs · Window Functions · Multi-table Joins

🔗 Browse Repository

- Executed **7** complex SQL queries to evaluate business performance, exposing a **67:1 critical stockout risk** via Demand-to-Stock tracking.
- Deployed LAG() window functions to detect **30–50%** Month-over-Month (MoM) revenue spikes, preventing Q4 inventory shortages.

EDUCATION & CERTIFICATIONS

BS Software Engineering | Virtual University of Pakistan

2024 – Present

CGPA: **3.68 / 4.0** | Focus: Database Management Systems, Data Structures, Business Intelligence

Certifications: IBM SQL for Data Science | IBM Data Analysis with Python | Google Crash Course on Python