

Abbas Abdulrahman

DATA ANALYST

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Highly passionate Data Analyst proficient in Power BI, Tableau, SQL, Excel, Data Analysis, and Visualization to convert data into information, information into insights and insights to business decisions. Seeking a challenging role to develop analysis and reports to provide data-driven decision and presenting findings to contribute company success.

Proficiency:

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| <ul style="list-style-type: none">• Data Analysis• Presentation• Data acquiring (Database)• Computer science• SQL• Data Manipulation - Python | <ul style="list-style-type: none">• Problem Solving approach• Attention to details• Excel – All MS office tools• Multi-tasking• Excellent communication skills• Data Visualization (Tableau, Power BI) |
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Work Experience:

❖ **Data Analyst & Reporting Specialist**

Reach Employment Services

Abu Dhabi, UAE

Jan,2022 – Present

- Collected and entered data from diverse sources, improving data quality and reliability, which enhanced critical business processes by 30%.
- Implemented rigorous quality checks, achieving a 99.9% accuracy rate and effectively resolving discrepancies to maintain data integrity.
- Utilized SQL to query and manipulate large datasets, facilitating in-depth analysis that informed decision-making across five business functions.
- Leveraged advanced Excel functions and ERP systems to streamline data workflows, resulting in a 25% improvement in operational efficiency.
- Conducted data analysis using Python with Numpy and Pandas, generating actionable insights that increased project outcomes by 15%.
- Created dynamic visualizations and dashboards in Tableau, delivering impactful presentations to senior management that drove strategic initiatives.
- Collaborated with cross-functional teams to define data requirements and enhance data management processes, contributing to a 20% increase in productivity.

❖ **Data Analyst**

Kultur Hire Edu.

Remote Internship

Mar,2024 – Aug,2024

- Conducted comprehensive data analysis using statistical methods, driving a 15% increase in decision-making efficiency.
- Managed ETL processes from diverse data sources, achieving 98% data quality and consistency.
- Created impactful visualizations in Excel and Tableau, enhancing report comprehension by 30% for stakeholders.
- Developed automated reporting processes, reducing report generation time by 40% and increasing productivity.

- Collaborated with cross-functional teams to align data analysis with business objectives, improving project outcomes by 25%.
- Leveraged Python and SQL for advanced data manipulation, boosting data processing speed by 20%.
- Performed exploratory data analysis to identify trends and anomalies, leading to a 10% increase in operational efficiency.

Projects:

Walmart Business Analysis: - [link](#)

Walmart Retailer corporation

- Conducted analysis of customer purchase behaviour, focusing on purchase amount, to help the business make more informed decisions. Provided actionable insights that influenced marketing strategies and promotions to increase revenue
- Identified and analysed differences in spending habits between male and female customers. Generated valuable insights that informed targeted marketing campaigns and improved customer segmentation.
- Performed various data analyses, including bivariate and multivariate analyses, after manipulating the available data. Uncovered key trends and patterns that guided strategic decision-making and improved business performance
- Created visualizations to facilitate in-depth analysis and easier understanding of the provided data. Enhanced data visualization techniques that effectively communicated complex information to stakeholders and facilitated data-driven decision-making.
- Developed a Tableau dashboard to provide a comprehensive overview of the analysis and insights. Streamlined data reporting processes and improved accessibility to key analytics, enabling stakeholders to make data-driven decisions more efficiently

Skills used:

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| <ul style="list-style-type: none"> • Python • SQL • Tableau • Excel | <ul style="list-style-type: none"> • Data scrapping • Data Manipulation • Data Analysis • Data Visualization |
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Aero Fit - Sales Market Research: - [Link](#)

Aero Fit India - Gym Equipment

- Identified the characteristics of the target audience for each type of treadmill offered by the company, resulting in more targeted marketing and better recommendation of treadmills to new customers.
- Investigated differences across the product concerning customer characteristics, providing valuable insights into customer preferences and needs.
- Performed descriptive analytics to create a customer profile for each Aero Fit treadmill product, helping the company understand their customer base and tailor their marketing strategies accordingly.
- Constructed two-way contingency tables and computed all conditional and marginal probabilities for each Aero Fit treadmill product, providing valuable insights into the relationship between customer characteristics and product preferences, which informed business decisions and marketing strategies.

- Developed appropriate tables and charts to visualize the customer profile for each Aero Fit treadmill product, making it easier for the company to understand and communicate customer characteristics and preferences within their organization.

Skills used:

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|---|---|
| <ul style="list-style-type: none"> • Data Analytics • Probability Description • Python | <ul style="list-style-type: none"> • Tableau • Excel • SQL |
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Netflix - CR & Marketing Research: - [Link](#)

NETFLIX - Digital Streaming Platform

- Analysed data on different types of shows to determine which ones were most popular and had the greatest growth potential. Resulted in the selection of high-demand show types that increased business revenue and market share.
- Developed strategies for expanding the business that led to the implementation of marketing campaigns and partnerships. Significantly increased customer engagement and brand awareness.
- Conducted market research to identify trends and customer preferences to make informed decisions about show production and marketing strategies. Resulted in higher audience ratings and increased ticket sales.
- Collaborated with cross-functional teams to optimize show production processes and streamlined workflows. Reduced costs, improved operational efficiency, and increased profit margins.
- Evaluated competitor offerings and industry trends to identify opportunities for differentiation and innovation. This led to the development of unique show concept that captivated audiences and set the company apart from competitors.

Skills used:

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| <ul style="list-style-type: none"> • Python | <ul style="list-style-type: none"> • Excel • SQL |
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Education:

Bachelor Of Engineering – Anna University

Aug 2018 – Apr 2022

Score – 8.5 CGPA

Professional development course:

Data Science and Machine Learning – Scaler Academy

Mar 2023 – Jun 2024

Certifications:

Webinar on Data Science & Machine Learning – KSRCT

Jul 2020 – No Expiry – Certificate ID: S18720095