

# Mohamed Sahad Sadiq

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## SUMMARY

Dynamic Data Analyst with a proven track record at Anax Holding, Dubai, leveraging expertise in Business Intelligence tools like Power BI, Tableau, Python, and Excel to drive data-driven business decisions and growth. Skilled in translating complex datasets into strategic insights, enhancing decision-making, and delivering impactful solutions aligned with business objectives. Possesses strong analytical, visualization, and reporting skills, with a focus on optimizing business processes and generating tangible results.

## EXPERIENCE

### Data Analyst – ANAX Holding, Dubai

November 2023 - Present, Dubai, United Arab Emirates

#### 1) Business Requirement Analysis and Gathering:

- Orchestrated the transformation of initial stakeholder business requirements into **automated business performance metrics**.
- Developed comprehensive **data automation catalogs** streamlining data collection processes, ensuring alignment with business objectives.

#### 2) Operational Data Profiling:

- Conducted meticulous operational **data profiling**, identifying key patterns and anomalies crucial for optimizing business processes and decision-making.

#### 3) Enterprise Data Glossary Preparation:

- Spearheaded the creation of an exhaustive **enterprise data glossary**, facilitating seamless communication and understanding across departments.

#### 4) Raw Data Profiling:

- Implemented rigorous **raw data profiling methodologies**, uncovering critical insights and enhancing **data quality** for informed decision-making.

#### 5) Digital Ad Performance and Management:

- Led **digital ad performance analysis** and management initiatives, leveraging tools like **Supermetric** to optimize ad strategies and drive revenue growth.

#### 6) Data Quality Governance:

- Established robust data quality governance frameworks, identifying and rectifying underlying data quality issues, ensuring data integrity and accuracy.

#### 7) Digital Ad Performance Analysis and Reporting:

- Utilized **Supermetric** and **Power BI** to conduct in-depth analysis of social media ad performance.
- Developed comprehensive **Power BI reports** with **multi-screen visuals**, providing **actionable insights** on **demographics, location, and departments**.
- Delivered actionable recommendations leading to enhanced ad placement strategies, resulting in increased revenue and client acquisition.

#### 8) Financial Data Analysis and Reporting:

- Analyzed financial data to generate detailed **financial reconciliation reports**.
- Identified and addressed underlying financial discrepancies, supporting the financial and accounting teams in resolving critical issues and optimizing financial operations.

Throughout these roles, I proficiently utilized **Power BI, MS Excel, SQL, Jira, and Asana** for project management, along with the **Microsoft Office 365 suite** to extract, analyze, and visualize data, driving strategic business insights and value creation.

## SKILLS

- Employed Tools for Business Analysis such as Microsoft Excel for Data Analysis, Data Cleaning, Lookup Functions, Pivot Tables, Power Query, as well as POWER BI, Tableau, Dashboard Designing, Matplotlib, and Seaborn for comprehensive Data Visualization.
- Utilized Python (Jupyter Notebook) for Programming purposes.
- Managed databases through MySQL and MySQL Workbench.
- Showcased Data Analysis Skills including Data Cleaning and Analysis using MS Excel, Exploratory Data Analysis, Pandas, NumPy, and Machine Learning Model Building.
- Conducted Hypothesis Testing, Text Analytics, and Financial Risk Analytics.
- Applied techniques for Market Basket Analysis.
- Proficient in the Microsoft Office 365 software suite.

## PROJECTS

### 1. Price Prediction of Houses in King County of Washington State in the U.S. (Capstone project - PGP DSBA)

- Analyzed data from houses in King County, Washington State, U.S., to develop various Machine Learning models.
- Prioritized model building following comprehensive data preprocessing to optimize efficiency and effectiveness.
- Delivered valuable business insights and actionable recommendations to the client.

### 2. Recommending an ideal portfolio considering stocks of large-cap industries (Finance and Risk Analytics)

- Analyzed large-cap stocks across diverse industries to strategically select stocks based on their risk and return characteristics.
- Constructed a well-optimized portfolio through thorough analysis and selection.

### 3. Credit Risk Default Model (Finance and Risk Analytics)

- Developed a credit risk default model using performance data from multiple companies to forecast potential loan payment defaults.

#### **4. Recommending ways to increase revenue of a Grocery Store (Marketing & Retail Analytics)**

- Analyzed Point of Sale Data to derive insights and formulate recommendations for a grocery store, enhancing revenue through enticing combo and discount offers.

#### **5. Understanding Buying Patterns of Customers for an Automobile Parts Manufacturer (Marketing & Retail Analytics)**

- Analyzed data from the past 3 years to uncover the underlying buying patterns of the Company's customers and formulate targeted marketing strategies.

#### **6. Forecasting Wine Sales for ABC Estate Wines company (Time Series Forecasting)**

- Examined historical monthly sales data of a company.
- Formulated multiple forecasting models to predict monthly sales for two distinct wines.

#### **7. Visualizing Insurance Claims using Tableau (Data Visualization using TABLEAU)**

- Created interactive dashboards using data visualization tools, delivering high-level insights to empower the CEO of an Insurance company in driving informed policy-making.

#### **8. Online retail Orders Analysis (SQL)**

- This project centers on enhancing the order management functionality of an online retail store.
- Furnished query responses empowering the company to execute data-driven decisions, fostering online business growth.

#### **9. Election Exit Poll Prediction and U.S.A Presidential Speech Analysis using Machine Learning (Machine Learning)**

- This project revolves around 2 case studies: Vote Prediction and Text Analysis.
- Utilized citizen survey responses to forecast citizens' voting preferences in the first project.
- Drew inferences through analysis of inaugural U.S. Presidential speeches in the second project.

#### **10. Gems & Holiday Package Prediction (Predictive Modeling)**

- This project encompasses 2 case studies: Gems Price Prediction and Holiday Package prediction.
- Experimented with linear regression concepts in the first case study to optimize profits through gem price prediction.
- Applied logistic regression and linear discriminant analysis in the second case to forecast customer decisions regarding holiday package purchases.

#### **11. Bank Customer Segmentation and Insurance Claim Prediction (Data Mining)**

- The project entailed deriving inferences from 2 case studies: Bank Marketing & Insurance.
- Employed diverse performance metrics to substantiate the accuracy of predictions across Test & Train sets.

#### **12. Statistical & Probabilistic Analysis of Store Sales, University Survey, & Manufacturing data (Statistical Methods for Decision Making)**

- The project encompassed deriving inferences from 3 case studies: Wholesale Customer Data (Store Sales), University Survey Data, and Manufacturing Shingles Data.
- Applied the concepts of various measures to analyze these case studies.

#### **13. Trip analysis of Uber Drivers (Python for Data Science)**

- The project revolves around analyzing trips undertaken by Uber drivers.
- Employed various Python functions to analyze different facets of the trip experience.

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## **EDUCATION**

### **Post Graduate Program in DATA SCIENCE AND BUSINESS ANALYTICS**

The University of Texas at Austin, McCombs School of Business • Austin, Texas • 2022 • 4.14

### **BACHELOR OF COMMERCE (FINANCE)**

University of Calicut • Kerala, India • 2021

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## **COURSEWORK**

### **EXCEL: INTRODUCTION TO FORMULAS AND FUNCTIONS**

LinkedIn and National Association of State Boards of Accountancy (NASBA) • 2023

### **EXCEL: LOOKUP FUNCTIONS IN DEPTH**

LinkedIn • 2023

### **EXCEL FORMULAS AND FUNCTIONS QUICK TIPS**

LinkedIn • 2023

### **POWER BI ESSENTIAL TRAINING (2020)**

LinkedIn and National Association of State Boards of Accountancy (NASBA) • 2023

### **SQL (INTERMEDIATE)**

Hacker Rank • 2022

### **INTERMEDIATE PYTHON**

Data Camp • 2021