**NOORUNNISA SHAIK**

**Data Engineer(Tableau)**

Keolis MHI (Dubai Metro)

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 **** **Profile**

Microsoft Certified Power BI Data Analyst Associate with over 7 years of IT experience in data analysis and strategic insights.Developed a dashboard that consolidated key performance indicators,improving reporting efficiency by 30%,which allowed the team to focus more on meaningful analysis.Additionally,identified a critical drop-off in customer retention,leading to a targeted marketing compaign that increased the retention by 15%.Offers expertise in data visualization and collaboration,driving informed decision-making to enhance business performance.

 **Work Experience**

02/2023 - 08/2024 **Business Performance Analyst**

Dubai, UAE **Keolis MHI (Dubai Metro)**

* Analyzed extensive datasets to assess business performance and identify trends, providing actional insights to senior management for strategic decision-making.
* Developed and implemented a dashboard that consolidated key performance indicators, which improved reporting efficiency by 30%, allowing the team to focus more on analysis rather than data gathering.
* Collaborated with cross- functional teams to streamline data collection processes, reducing manual entry time by 40% and improving data accuracy, which enhanced the reliability of insights generated.

03/2019 - 02/2022 **Data Analyst/Data Scientist**

Bengaluru, India **HCL Technologies**

* Analyzed large datasets using SQL and Python to identify trends and patterns, resulting in improved decision-making processes for the organization.
* Created data visualizations and Dashboard using Tableau to effectively communicate insights key stakeholders.
* Conducted A/B testing experiments to optimize marketing campaigns and increase customer engagement on digital platforms.

01/2017 - 02/2019 **Power BI Developer**

Bengaluru, India **TCS**

* Developed interactive Power BI reports and dashboards to visualize complex datasets, improving data analysis.
* Collaborated cross functional teams to gather requirements and design data models for power bi solutions, resulting in 20% increase in data accuracy.
* Implemented advanced DAX calculations and Power Query transformations to optimize data loading processes and enhance report performance.
* Conducted training sessions for end users on Power BI functionality and best practices leading to 25% increase in user adoption and satisfaction.

  **Skills**

Data Analysis Dashboard Development Data Visualization Key Performance Indicator(KPI)

 Power BI Tableau SQL Server Artificial Intelligence (AI)

ETL Tools Machine Learning Data Science NLP

Deep Learning Data Modelling Big Data Statistical Analysis

Python Feature Engineering Business Statistics Data Pipelines

** Strengths**

 Analytical Thinking Communication Skills Team Collaboration Problem Solving initiative

**** **Certificates**

 10/2024 **Microsoft Power BI Data Analyst Associate**

 **Credential ID**:9796D989BC25CB31

 Iam a certified Microsoft Power BI Data Analyst Associate, recognized by

 Microsoft for my expertise in analyzing data using Power BI tools.

 08/2024 **Tableau Desktop Specialist**

 **Credential ID:** T000157407

 Certified Tableau Desktop Specialist with expertise in data visualization and

 Analysis using Tableau software. Demonstrated ability to create interactive

 Dashboards and reports to help organizations make data driven decisions.

* **Education**

 **Electrical and Electronics Engineering** | **Master of Technology**

 **Sri Venkateswara University, Tirupati, India.**

 **Electronics and Instrumentation Engineering | Bachelor of Technology**

 **J.N.T University, Hyderabad, India.**

** Projects**

 Dubai, UAE **Business Performance Analyst**

 **PMO Projects**

PMO projects that defines and maintains the standards of project management for a company. These retains the documentation and metrics for executing projects and is tasked with ensuring projects are delivered on time and within budget.

**Procurement Analysis**

Procurement analysis consists of collecting and reviewing historical data to evaluate past performance, on-the-go data mining to access the current state and predict the threats and opportunities for the future, using all of this to make fact-based decisions.

 **HR Analysis**

HR analytics aim to provide insight into how best to manage employee and reach business goals. The objective is to monitor key HR metrics on employees and identify what factors impact attrition. Spearheaded the diversity hiring initiative, increasing diversity hires by 13.4% for one year. The granularity of data in each segment can be visualized.

**Commercial Analysis**

The main Objective is to identify patterns and discrepancies in financial activity, and then use this analysis to suggest policy changes and goals to improve profits. Visualized Overall status of each project start and end date, calculated budget status and verified the project status to be completed in mention duration to reduce WaR (Work at Risk).

**Retail Management**

Performed Top 10 average amount of ridership for one day by station name and approximate rent for each station retail shops in Metro.

Calculated the overall status of Tram by approximate rent and Station name, analyzed Top 10 ridership by station name and approximate rent in Tram.

Bengaluru, India **Data Analyst**

 **Banking & Finance**

Axis Bank is the third largest private sector bank in India. The Bank offers the entire spectrum of financial services to customer segments covering large Retail Business. This Project is based on reflecting the fact whether the customer left the bank (closed his account) or s/he continues to be a customer. Conducted thorough analysis of customer retention metrics leading to the identification of drop-off point in the user journey, this prompted a targeted marketing campaign that ultimately increased the retention by 15%.

 **Power BI Developer**

 **Procurement Fraud Analysis**

This project is about Marketing Procurement is the buying of goods and services that support an organization’s Marketing investment. Procurement fraud is a deliberate deception intended to influence any stage of the procure-to-pay lifecycle in order to make a financial gain or cause a loss. Analyze of Sales and Profit. Identified the Fraud Risk Assessment and Mitigate Fraud. The constraints of project are to analyze the year where number of frauds happened is more.

* **Endorsement:**

I hereby declare that the information furnished above is complete and true to the best of my knowledge.

DATE: NOORUNNISA.K

UAE: