

Muhammad Asaad Areeb

Lahore, Pakistan

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PROFESSIONAL SUMMARY

Data Analyst with hands-on experience in SQL, Python, Excel, and Power BI across manufacturing, sales, and marketing reporting environments. Skilled in consolidating data from ERP systems, CRM platforms, spreadsheets, and databases to build dashboards, automate reporting, and support forecasting for operational and commercial decision-making.

TECHNICAL SKILLS

Languages: SQL, Python, R

Visualization & BI: Power BI, Tableau, Excel, Power Query, SPSS

Big Data: Hadoop, Spark

Databases & Systems: SQL Server, PostgreSQL

Analytics & Methods: Data cleaning, Data transformation, Exploratory Data Analysis (EDA), Forecasting, Time-series Analysis

Statistical Methods: Hypothesis testing (t-tests, ANOVA), Correlation analysis, Regression analysis, Segmentation, PCA

Libraries: Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn

Tools: Git, GitHub, AWS, GCP, DBT, Mixpanel

PROFESSIONAL EXPERIENCE

Data Analyst - Denim Loom

Jan 2025 – Present

Lahore, Punjab, Pakistan

- Built and maintained internal dashboards for HR, procurement, warehouse, production, and sales functions, improving visibility into operational performance across the business
- Consolidated data from Excel sheets, ERP records, CRM data, and internal databases into structured reporting datasets for recurring analysis and dashboard delivery
- Developed Power BI dashboards to monitor production output, inventory movement, procurement activity, employee metrics, and sales trends across denim and garment operations
- Cleaned, validated, and reconciled multi-source data from manually maintained procurement sheets, customer records, employee databases, and operational systems to improve reporting reliability

Data Scientist - Technoventures

Oct 2023 – May 2024

Lahore, Punjab, Pakistan

- Built internal marketing and sales dashboards for a USA-based education business targeting European students, tracking ad spend, leads, user acquisition, conversions, and revenue performance
- Consolidated campaign and sales data from Facebook, Instagram, WhatsApp, spreadsheets, and internal reporting sources into analysis-ready datasets, cutting recurring data preparation time by roughly 30% and eliminating manual consolidation errors
- Developed reporting views to monitor advertising spend, clicks, new users, client conversions, and sales trends, reducing recurring report turnaround for weekly and monthly reviews
- Performed exploratory analysis on campaign and sales data to identify patterns in user acquisition, conversion behavior, and revenue trends across reporting periods
- Automated recurring data preparation and dashboard update processes, freeing approximately 10 hours per week previously spent on manual reporting

PROJECTS

HR Analytics Dashboard

[GitHub](#)

- Built a Power BI dashboard to analyze workforce composition, promotion readiness, layoff risk, severance eligibility, performance ratings, and employee service years
- Added drill-down views for department-level trends in overtime, job satisfaction, promotion patterns, and rating distribution to support workforce analysis and reporting

Shopify Sales & Customer Funnel Dashboard

[GitHub](#)

- Developed a Shopify analytics dashboard to track net sales, average order value, customer retention, repeat purchases, and customer lifetime value
- Created interactive filters by city, province, and payment gateway to analyze regional performance, transaction behavior, and customer funnel trends

Olist E-Commerce Analytics (dbt + Power BI)

[GitHub](#)

- Built an end-to-end analytics pipeline transforming a Brazilian e-commerce dataset of 99,000+ orders (R\$13.6M product revenue) from raw CSV files into a layered PostgreSQL warehouse using dbt Core, with staging, intermediate, and marts models resolving table-grain conflicts to prevent join fan-out and revenue duplication
- Developed a multi-page Power BI report on the curated marts covering executive, sales, customer, product, seller, delivery, and customer-satisfaction analysis, including repeat-customer and late-delivery impact on reviews

ADDITIONAL EXPERIENCE

Web Developer - Minisoft

Sep 2022 – Sep 2023

Remote

- Built web applications using Django, HTML, CSS, and JavaScript for international clients, including API integrations and production-ready features

Mobile Application Developer Intern - Hello World Technologies

Apr 2022 – Jun 2022

Rahim Yar Khan, Punjab, Pakistan

- Supported mobile application development in React Native with work in UI implementation and API integration

EDUCATION

Master's in Data Science - Information Technology University, Lahore

2024 – 2026

Bachelor's in Software Engineering - KFUEIT, Rahim Yar Khan

2018 – 2022

CERTIFICATIONS

Mathematics for Machine Learning Specialization - Imperial College London (Coursera)

Deep Learning Specialization - DeepLearning.AI (Coursera)

Machine Learning - Stanford Online (Coursera)