

Shaik Rafi

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Education

Jawaharlal Nehru Technological University

Bachelor of Technology in Electronics and Communication Engineering

Aug 2019 – July 2023

Kakinada, Andhra Pradesh

Technical Skills

Languages and Databases: Python, Pandas, Numpy, SQL, MySQL

Visualization Tools: Power BI, Excel

Other Skills: Advanced Excel, Business Analysis, Data Analysis, Data Cleaning, Data Visualization.

Experience

webmobi360

June 2024 – Present

Business Analyst Intern

Remote

- Collaborated closely with cross-functional teams to gather and document business requirements, ensuring alignment with project goals and client needs.
- Developed and maintained detailed documentation for various projects, ensuring clarity and consistency in communication across the team.
- Contributing to the "AI Talent Quest" project, focusing on innovative AI-driven hiring solutions.
- Engaged in continuous team collaboration to innovate and improve business processes, enhancing overall project efficiency and effectiveness.

Projects Experience

Maven Marketing Campaign Results: Interactive Power BI Dashboard | *Power BI, Data Modelling and Cleaning*

July 2024

[GitHub Repo](#) / [Live Dashboard](#)

- Developed an interactive Power BI dashboard for Maven Marketing, enhancing strategic decision-making with dynamic visualizations that are used to understand the campaign success rate over trend identification time by 40% and improved decision accuracy by 20%.
- Streamlined data modelling and cleaning processes, reducing preparation time by 25% and boosting data accuracy by 15%.

Music Store Analysis | *SQL, MySQL*

May 2024

[GitHub Repo](#) / [Project Link](#)

- Queried & analyzed music analysis project using MySQL, to identify top-selling genres, bringing a 25% increase in revenue by targeted marketing campaigns.
- By joining multiple tables, calculated customer lifetime value, generating a 15% improvement in customer retention strategies.

Exploratory Data Analysis (EDA) | *Python, Pandas and NumPy*

April 2024

[GitHub Repo](#) / [Project Link](#)

- Cleaned and preprocessed the data by using Python and handling missing values and outliers for more accurate analysis.
- Provided a clear understanding of data sets, increased data quality by 20% and created visualizations to identify patterns and key factors for decision-making that may influence business outcomes.

E-Commerce Sales Analytics: Interactive Excel Report | *Excel, Pivot Tables and Power Query*

March 2024

[GitHub Repo](#) / [Project Link](#)

- Produced a Sales Report for Flipkart, Amazon, Snap deal and Others using advanced Excel features like Pivot Tables and Power Query.
- Streamlined data cleaning using Power Query, saving around 4 hours of manual work, Utilized Excel Functions, providing a better user experience and 25% flexibility.

Awards & Achievements

- Certified in Virtual Internship Program by Accenture from Forage. [Credential](#)
- Certified in Data Visualisation: Empowering Business with Effective Insights by Tata. [Credential](#)