

Moin Chini

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Data driven analyst with over 5 years of diverse industry experience, including **product design** and **e-commerce** and recent **brand internship** in Fashion Industry. Boosted ROI by **20%** & cut cost by **15%** using excel, SQL, Python and Power BI. Originally a qualified mechanical engineer, also completed an MBA in the UK. Seeking a challenging role to bring business impact

CORE AREAS OF EXPERTISE

Technical skills - Excel | SQL | Power BI | Python | DAX | Tableau **Database** - MySQL | Postgre SQL | Google cloud platform

Soft Skills - Business acumen | Attention to detail | Identify problem statement & KPI's | Effective communication

PROFESSIONAL EXPERIENCE

Brand - Intern, Neemans

Oct 2023 - May 2024

- ♦ Refined product positioning through competitor benchmarking and consumer insight analysis
- ♦ Delivered growth strategies through cross-functional collaboration to enhance brand visibility & optimize inventory

Data Analyst, KultureHire

Oct 2023 - May 2024

- ♦ Utilized **MySQL** for data cleaning and engagement analysis, identifying a **30%** increase in evening post interactions
- ♦ Engineered advanced **Power BI** dashboards, achieved a **10%** cut in content creation costs and overall project costs by **15%**

Founder of J fashion

Sep 2020 - Sep 2023

- ♦ Launched and managed an Amazon.in e-commerce store, optimize product price using **DAX** to increase ROI by **20%**
- ♦ Predicted customer demand trends using **Power BI** dashboards enhancing buying pattern analysis

Business development associate (Intern), Rajab Ali & Sons Ltd UK, Milton Keynes, United Kingdom

May 2019 - Jan 2020

- ♦ Reduced customer fallout by 75% and expanded the customer base by 20% through strategic engagement

Product design engineer & business development consultant, Pioneer pet Ind. Ltd, New Delhi, India

Mar 2016 - Jan 2018

- ♦ Elevated design quality and created cost-effective new products, securing new client business within five months
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PROJECTS

Project: Anveshan's Amazon sales analysis | [Dashboard](#)

Tools - Excel | Power BI

- ♦ Analyzed customer buying patterns, retention rate & customer migration between SKU's to improve operational efficiency
- ♦ Created Power BI dashboards to streamline stock management, leading to a **15%** reduction in logistics costs

Project: Sales & promotions analysis for AtliQ Mart Supermarkets | [Dashboard](#) | [Video Presentation](#)

Tools - Power BI | DAX | SQL

- ♦ Increased incremental revenue by **35%** using new DAX measures and analyzed units sold were **108%** lower during Diwali compared to Sankranti
- ♦ Executed complex SQL queries to solve analytical inquiries
- ♦ Developed a data model and Power BI dashboards, showing Diwali revenue per unit was **418%** higher than Sankranti

Project: Influencer Analytics for Cross-Platform Insight (Descriptive Analysis) | [Dashboard](#) | [Report](#)

Tools - Power BI | SQL | GCP

- ♦ Cleaned and standardized datasets, revealing 30% higher engagement for evening posts
 - ♦ Designed interactive Power BI dashboards that streamlined reporting processes, reducing content creation costs by 10%
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EDUCATION & PROFESSIONAL TRAINING

♦ **MBA**, Kingston University, London, UK

Jan 2018 - Jan 2020

♦ **BEng, Mechanical Engineering**, 1st class, Nagpur University, Nagpur, India

Jun 2009 - Sep 2014