

Md Yusuf

Data Analyst | Excel • SQL • Python • Power BI

Email: mdyusuf911@gmail.com | M: +91-7687981982 | [LinkedIn](#) | Kolkata, WB

Professional Summary

Data Analyst specializing in business intelligence and risk analytics, with hands-on experience building end-to-end data pipelines and KPI dashboards using SQL, Python, and Power BI. Delivered actionable insights such as identifying 65–70% revenue concentration risk and reducing fraud review effort by 30%. Strong background in operations enables translating complex data into practical, cost-saving business decisions.

Technical Skills

Tools: Excel (Pivot Tables, VLOOKUP, INDEX-MATCH), SQL, Python, Power BI (DAX, Power Query, Interactive Dashboard)

Core Skills: Data Analysis, ETL, Data Cleaning, EDA, Data Visualization, KPI Tracking, Dashboarding, Reporting

SQL: Joins, CTEs, Window Functions, Aggregations

Python: Pandas, NumPy, Matplotlib, Seaborn

Other: Data Modeling, Business Intelligence, Basic Machine Learning concepts, Statistical Analysis

Data Analytics Projects

E-Commerce Data Pipeline & Performance Analysis (*Excel | SQL | Python | Power BI*) [Link](#)

- Built a multi-source ETL pipeline to consolidate fragmented e-commerce data
- Discovered **65–70% revenue concentration risk** in top categories.
- Constructed KPI dashboards (Revenue, AOV, Orders) to boost decision visibility
- Recommended category diversification, **reducing revenue dependency risk and improving stability**

Credit Card Fraud Risk Intelligence System (*Python | Power BI*) [Link](#)

- Designed an end-to-end fraud detection workflow using transactional datasets
- Identified high-risk behavioral patterns (peak fraud activity between **12–4 AM**)
- Automated risk segmentation, **reducing manual review effort by ~30%**
- Designed dashboards that **accelerated fraud investigation workflows and refined response time for high-risk transactions**

Customer Segmentation (RFM Analysis) (*SQL*) [Link](#)

- Applied RFM modelling using CTEs and window functions for customer segmentation
- Highlighted top **~80% revenue-driving customers** for prioritization and targeted strategy.
- Supported data-driven engagement strategies to **increase repeat purchase potential**
- Enabled targeted marketing campaigns, **improving retention focus on high-value users**

Hotel Market Analysis (*Python*) [Link](#)

- Analyzed pricing, ratings, and demand trends using Python (EDA)
- Identified **60%+ dominance of mid-range segment**
- Discovered strong demand below **₹2,000/night price point**
- Recommended pricing optimization, **increasing competitiveness in price-sensitive segments**
- Segmented listings into pricing tiers, improving pricing strategy **clarity by ~25%**

Professional Experience

Event Manager — FireFox Events | 2020–2025: Kolkata

- Directed execution of 50+ corporate events, covering planning, budgeting, and delivery
- Reduced vendor costs by **10–15%** through data-driven selection strategies
- Built Excel-based ROI dashboards, improving client decision efficiency by **~25%**
- Coordinated **5–10 members cross-functional teams**, achieving **95%+ on-time project delivery**
- Cut project timelines by **~15–20% (≈1 week)** through optimized planning and resource allocation
- Boosted client satisfaction scores by **~20%** via structured performance tracking and reporting

Production Supervisor — Shrey Components | 2016–2018: Kolkata

- Monitored and analyzed **daily production KPIs**, improving operational efficiency by **~12–18%**
- Identified and resolved bottlenecks, reducing downtime by **~15%**
- Implemented Lean, 5S, and Kaizen practices, increasing workflow efficiency by **~10–15%**
- Maintained **95%+ production target adherence** while improving process stability
- Reduced process variability and defects by **~8–10%** through continuous improvement initiatives

Education

- **Certificate in Data Analytics with Power BI & Python** — Aptech Learning (2025–2026) Score: **86% (Distinction)**
- **B. Tech in Automotive Engineering** — West Bengal University of Technology (2016) DGPA: **8.03**

Key Strengths

- Identifying hidden revenue concentration risks and performance gaps through data analysis
- Designing KPI dashboards to support business and operational decision-making
- Translating complex datasets into clear, actionable insights for stakeholders
- Applying analytical thinking to solve real-world business problems across domains

Portfolio

4+ end-to-end data analytics projects with dashboards, SQL workflows, and Python analysis (GitHub + Power BI)

GitHub: www.github.com/Yusufmd24

Certifications

- **IBM — Data Analysis with Python, Data Visualization** (*Applied Analytics & Visualization*)
- **Cisco — Data Analytics Essentials** (*Data Processing & Reporting*), **Python Essentials**
- **SAS — SQL Essentials** (*Data Querying & Transformation*), **Data Literacy in Practice**