



SURAIYA NAHREEN

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Analytical and detail-driven Data Analyst skilled in SQL, Power BI, Excel, and Python with a strong track record in data storytelling and dashboard development. Demonstrated ability to extract actionable insights from large datasets to support business decisions. Proven project experience in forecasting, performance analysis, and automation to improve data-driven outcomes.

SKILLS

- **Data Analysis:** Excel, SQL, Power BI, Python
- **Data Visualization:** Dashboards, DAX, visual storytelling using Power BI
- **Data Management:** SQL, MySQL
- **Programming:** Python
- **Tools:** MS Office Suite, GitHub, AIMS Grid, Google Sheets
- **Platforms:** Visual Studio Code
- **Language:** English, Bengali, Hindi
- **Soft Skills:** Analytical Thinking, Problem Solving, Attention to Details, Adaptability, Time Management, Data-Driven Storytelling

PROFESSIONAL EXPERIENCE

Tata Data Visualization: Empowering Business with Effective Insights Job Simulation on Forage – May 2025 | [Link 1](#)

- Completed a simulation involving creating data visualization for Tata Consultancy Services.
- Prepared questions for a meeting with client senior leadership.
- Created visuals for data analysis to help executives with effective decision making.

PROJECTS

Ola Ride Data Analysis & Dashboard | SQL, Power BI, DAX, Excel | [Link 1](#) | [Link 2](#) | [Link 3](#)

- Analyzed 103K+ ride bookings to identify patterns in booking success, cancellation reasons, and customer-driver ratings.
- Created 10+ SQL queries and views to extract KPIs: top customers by revenue, average ride distances, and payment method trends.
- Designed a Power BI dashboard with interactive visuals, slicers, and DAX measures for real-time business insights.
- Found a 28.08% cancellation rate and revealed ₹32K+ revenue from top 5 customers to support business decision-making.

Pizza Sales Analysis | MySQL | Power BI | [Link 1](#) | [Link 2](#)

- Cleaned and transformed a raw pizza sales dataset using MySQL, enabling a 20% reduction in data processing time.
- Extracted insights such as peak hours, top selling items, and customer trends to inform menu and staffing strategies.
- Wrote efficient SQL queries to analyze revenue contribution by time, item category, and order volume.
- Presented findings via PowerPoint, highlighting actionable recommendations for increasing average order value.
- Demonstrated strong data querying, aggregation, and insight generation to support retail performance optimization.

Super Store Sales Forecasting & Dashboard | Power BI, DAX, Excel | [Link 1](#) | [Link 2](#)

- Built an interactive Power BI dashboard to track KPIs (sales, profit, order volume), resulting in 30% faster performance review across departments.
- Implemented a 15-day sales forecast using Power BI's predictive features, improving demand planning accuracy.
- Created calculated fields and dynamic measures using DAX to uncover hidden performance drivers across regions and categories.
- Enabled dynamic drill-down views by customer segment and product hierarchy, enhancing stakeholder data accessibility.
- Applied best practices in data storytelling to help business users quickly identify trends and anomalies.

ACHIEVEMENTS

- ✓ Career Essentials in Data Analysis by Microsoft and LinkedIn – June 2025
- ✓ Complete Data Analyst Bootcamp from Basics to Advanced | [Link](#)

EDUCATION

Bachelor of Engineering in Electronics and Communication Engineering
University Institute of Technology, The University of Burdwan

Aug 2021 – Jul 2025