

Zaheera Hanif

Data Analyst & Power BI Developer

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PROFESSIONAL SUMMARY

Results-driven Data Analyst and Power BI Developer with hands-on experience building end-to-end BI solutions, writing SQL queries, and transforming raw data into actionable business insights. Proficient in Power BI (DAX, data modeling, star schema), Python (Pandas, NumPy), SQL, and Excel (Power Query, pivot tables, advanced formulas). Experienced in dashboard development, data cleaning, ETL workflows, and presenting findings clearly to non-technical stakeholders. Committed to continuous learning and delivering measurable, data-driven impact in fast-paced, remote environments.

TECHNICAL SKILLS

- BI & Visualization: Power BI (DAX, Data Modeling, Star Schema, Relationships), Tableau, Looker Studio, Matplotlib, Seaborn
- Languages & Querying: Python (Pandas, NumPy, Scikit-learn), SQL, Excel (Pivot Tables, Power Query, Advanced Formulas, VLOOKUP, INDEX-MATCH)
- Data Engineering: Web Scraping (BeautifulSoup), REST APIs, PostgreSQL, MySQL, Data Cleaning, ETL Workflows, OpenRefine
- Soft Skills: Data storytelling, stakeholder communication, attention to detail, problem-solving, independent work, continuous learning

EXPERIENCE

Data Analyst | Freelance — Remote

Sep 2025 – Present

- Analyze and process business datasets using Python and SQL to identify trends, patterns, and opportunities supporting operational decision-making.
- Build dashboards and performance reports to track key metrics and communicate insights to both technical and non-technical stakeholders.
- Collect, clean, and validate data from multiple sources, ensuring accuracy and consistency across all reporting outputs.
- Structure and maintain organized datasets for segmentation, tracking, and downstream analysis.
- Develop automated data workflows using Python to streamline extraction, cleaning, and reporting processes.

Research & Data Analyst Intern | ByteAim

Apr 2025 – Jul 2025

- Extracted and cleaned large NGO datasets from PDFs and multiple online sources for the Amdad project, ensuring data accuracy and completeness.
- Structured and stored cleaned data in PostgreSQL, writing SQL queries to support reporting and operational analysis.
- Identified high-value data insights and managed tracking systems for outreach and follow-up activities.
- Refined data collection forms and collaborated with teams to resolve missing information and improve data quality processes.

PROJECTS

Retail Sales Intelligence — Python Analysis & Power BI Dashboard

- Phase 1 — Python Analysis: Collected and cleaned retail sales data (85K+ records), handling outliers through price segmentation to preserve insight integrity. Analyzed product performance, customer behavior, pricing trends, and regional patterns using Pandas, Seaborn, and Matplotlib.
- Phase 2 — Power BI Dashboard: Built a 24-page interactive BI report across 11 analytical sections: Performance Review, Product Performance, Product Lifecycle, Trends Over Time, Regional Analysis, Price Distribution, Customer Behavior, Customer Lifetime Value, Repeat Purchase Rate, Retention Rate, and Conversion Rate.
- Applied DAX measures, star schema data modeling, KPI scorecards, drill-throughs, maps, funnels, and dynamic charts to deliver a professional, client-ready BI solution.
- Prepared a structured stakeholder report summarizing key business trends and strategic recommendations.

Web Scraping & API Data Extraction Pipeline

- Built Python workflows using BeautifulSoup to scrape e-commerce sites for pricing trends and product reviews.
- Integrated Mockaroo API to generate and analyze synthetic sales datasets, identifying consumer behavior patterns.
- Applied data validation and quality checks to ensure reliability before loading into downstream analysis pipelines.

EDUCATION & CERTIFICATIONS

Data Modeling in Power BI — Coursera (Jun 2025)

- Relationships, DAX, star schema, data model performance optimization

Excel Skills for Data Analytics and Visualization — Coursera (Jul 2025)

- Pivot tables, advanced formulas, Power Query, dashboards, data cleaning

Machine Learning & AI — E-Hunar (2025)

- ML algorithms, Python (Pandas, Scikit-learn), model training and evaluation, data visualization

Professional Certificate in Data Science — Coursera (Aug 2024)

- Python, SQL, data visualization (Seaborn, Matplotlib), ML with Scikit-learn, EDA and data storytelling