

MD YUSUF

Data Analyst | Excel • SQL • Python • Power BI

Email: mdyusufanalytics@gmail.com | Phone: +91-7687981982 | Location: Kolkata, WB
Portfolio: mdyusufanalytics.github.io | GitHub: github.com/mdyusufanalytics | LinkedIn: linkedin.com/in/mdyusuf-analytics

PROFESSIONAL SUMMARY

Data Analyst with hands-on experience delivering **7 analytics projects (including 3 end-to-end solutions)** across SaaS, retail, e-commerce, and fraud analytics using **Excel, SQL, Python, and Power BI**. Developed **50+ DAX measures**, dimensional data models, and executive dashboards to support data-driven decision-making. Leveraging **7+ years of experience in operations, events, process improvement, and stakeholder management** to transform complex data into actionable business insights.

TECHNICAL SKILLS

- **BI & Visualization:** Power BI (DAX, Power Query, Dashboards), Excel (Pivot Tables, VLOOKUP, XLOOKUP, INDEX-MATCH)
- **Programming & Querying:** SQL (Joins, CTEs, Window Functions), Python (Pandas, NumPy, Matplotlib, Seaborn)
- **Core Competencies:** Data Analysis, ETL Pipelines, EDA, Data Visualization, KPI Tracking, MIS Reporting, Basic ML & Stats

DATA ANALYTICS PROJECTS

- RevenuePulse** — SaaS Metrics Intelligence Dashboard | *Excel • SQL • Python • Power BI* [Repository ↗](#)

 - Modeled subscription revenue for **5,000 customers** across a **\$1.4M MRR** business using a dimensional SQL data model.
 - Built a **5-page Power BI dashboard** with **50+ DAX measures** to analyze MRR, ARR, churn, retention, CAC, and LTV.
 - Validated and corrected critical revenue and churn calculations, ensuring accurate, **stakeholder-ready SaaS KPIs**.
- MerchIQ** — Retail Merchandising Analytics | *Excel • SQL • Python • Power BI* [Repository ↗](#)

 - Designed a multi-source analytics pipeline to evaluate category, vendor, promotion and sales performance.
 - Identified **65–70% revenue concentration risk**, enabling data-driven merchandising recommendations.
 - Built executive dashboards to monitor KPIs, promotional effectiveness, and product performance.
- CommerceCore** — E-Commerce Data Pipeline & Intelligence | *Excel • SQL • Python • Power BI* [Repository ↗](#)

 - Engineered an end-to-end ETL pipeline and star schema to transform **~50K e-commerce transactions** into analytics-ready datasets.
 - Developed a 3-page Power BI dashboard with **20+ DAX measures**, tracking Revenue, Orders, AOV, Customer & Product Performance.
 - Identified **47% revenue concentration** in Electronics, driving recommendations for category diversification and growth.

PROFESSIONAL EXPERIENCE

- Event Operations Manager** — **FireFox Events** | Kolkata (2020 – 2025)

 - Managed end-to-end execution of **50+ corporate events**, overseeing planning, budgeting, vendor coordination, and delivery.
 - Built Excel-based reports and ROI trackers to monitor budgets, campaign performance, and operational KPIs.
 - **Reduced vendor costs by 10–15%** & improved on-time project delivery to 95%+ through data-driven planning and process optimization.
- Production Supervisor** — **Shrey Components** | Kolkata (2016 – 2018)

 - Monitored production KPIs and analyzed operational data to improve efficiency by **12–18%**.
 - Identified process bottlenecks and implemented Lean, 5S, and Kaizen practices, reducing downtime by **~15%**.
 - Maintained **95%+ production target** adherence while improving quality, workflow stability, and resource utilization.

EDUCATION & CERTIFICATIONS

- **Advanced Program in Smart Data Analytics with Power BI:** Aptech Learning, Kolkata (2025–2026) | **Score: 86% (Distinction)**
 - **B. Tech in Automotive Engineering:** West Bengal University of Technology, Kolkata (2016) | **DGPA: 8.03**

Key Certifications: IBM Data Analysis & Visualization with Python • Cisco Data Analytics Essentials & Python Essentials • SAS SQL Essentials