

AYESHA MUQADAS

Junior Data Analyst | Data Analyst Intern

Lahore, Pakistan | ayesha25481@gmail.com | +92-3131054103 | [LinkedIn](#)
github.com/ayeshaforgerr | Portfolio: ayeshaforgerr.github.io

PROFESSIONAL SUMMARY

Computer Science undergraduate with hands-on experience cleaning, querying, and visualizing data using Excel, SQL, and Power BI. Built a full end-to-end e-commerce analytics project covering SQL data modeling, non-destructive data cleaning, and executive Power BI reporting, and completed data analytics job simulations with Deloitte Australia. Combines technical querying and dashboard design with clear, business-focused communication to turn raw data into decisions leadership can act on. Seeking a Junior Data Analyst or Data Analyst Intern role.

CORE SKILLS

Data Querying and Cleaning: SQL (SELECT, JOINS, UNIONS, Analytic Functions), Excel (XLOOKUP, IFS, PivotTables), Data Validation, Deduplication

Data Visualization and BI: Power BI, DAX, Tableau, Power Query, Dashboard Design, KPI Reporting, Star Schema Design

Tools and Platforms: SQL Server (SSMS), Power BI Desktop, Microsoft Excel, Tableau, GitHub

Analytical and Communication Skills: Data Storytelling, Stakeholder Reporting, Root Cause Analysis, Business Insight Generation

PROFESSIONAL EXPERIENCE

Data Analytics Job Simulation, Deloitte Australia (via Forage)

- Accomplished a machine downtime analysis for a manufacturing client, measured by clear visual breakdowns of downtime by factory and device type, by building Tableau visualizations from raw telemetry data.
- Accomplished a forensic pay equity audit, measured by a structured, presentation-ready classification of employee compensation, by applying IFS-based conditional logic in Excel to sort records into Fair, Unfair, and Highly Discriminative tiers.

PROJECTS

Olist Brazilian E-Commerce Analysis | github.com/ayeshaforgerr/olist-ecommerce-analysis

- Situation: Olist, a Brazilian e-commerce marketplace, needed to understand why its repeat purchase rate stayed low despite steady revenue across 96,470 delivered orders.
- Task: Audit whether delivery delays were driving the low repeat purchase rate, and identify which regions to prioritize for operational improvement.
- Action: Built 8 non-destructive SQL cleaning views and a fact view in SQL Server, then modeled a lean two-table star schema in Power BI with DAX measures, validating every number matched exactly between SQL and DAX.
- Result: Found that customers with a late first delivery had a 2.50% repeat purchase rate versus 3.06% for on-time orders, an 18.3% relative retention penalty, and flagged 5 high-revenue Northeastern states with late delivery rates as high as 21% for targeted action.

CERTIFICATIONS

Intro to SQL and Advanced SQL, Kaggle Learn | Model Data with Power BI, Microsoft Learn | Get Started with Microsoft Data Analytics, Microsoft Learn | Introduction to MS Excel and Free Data Analyst Course, Simplilearn

EDUCATION

BS Computer Science, Bahria University, Lahore, Pakistan

2023 to 2027 (Expected) | Currently in 7th Semester