

# Md Musharraf Imam

*Data Analyst | Business Analyst*

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## PROFESSIONAL SUMMARY

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Data Analyst and Business Analyst with 3+ months of experience collecting, cleaning, and transforming raw data into measurable business insights using SQL, Power BI, DAX, Excel, and Python. Built 3+ interactive dashboards, streamlined ETL pipelines, and developed KPI-based reports adopted by senior stakeholders. Skilled in statistical analysis, trend analysis, exploratory data analysis (EDA), data modeling, and translating business requirements into scalable BI solutions. Seeking a full-time Data Analyst or Business Analyst role.

## TECHNICAL SKILLS

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**Data Analysis:** Exploratory Data Analysis (EDA), Statistical Analysis, Data Cleaning, Data Transformation, Root Cause Analysis, Trend Analysis, Forecasting, Data Interpretation  
**Business Intelligence:** Power BI, DAX, Data Modeling, KPI Development, Dashboard Design, Report Automation, Business Reporting, Requirements Gathering  
**Databases & Query:** SQL, MySQL, Advanced SQL, Joins, Window Functions, CTEs, Stored Procedures, Query Optimization  
**Excel & Reporting:** Pivot Tables, Power Query, Power Pivot, VLOOKUP, HLOOKUP, Conditional Formatting, What-If Analysis  
**Programming & Analytics:** Python, Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, Jupyter Notebook  
**ETL & Data Pipeline:** ETL Pipeline Design, Data Wrangling, Data Integration, Star Schema, Dimensional Modeling  
**Tools & Platforms:** Git, GitHub, VS Code, AWS Solutions Architecture, MS Office Suite, Google Sheets  
**Soft Skills:** Data Storytelling, Stakeholder Communication, Critical Thinking, Presentation, Public Speaking, Team Collaboration, Attention to Detail

## EXPERIENCE

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### Data Analyst Trainee

*Besant Technologies*

January 2026 – Present

*Bengaluru, Karnataka, India*

- Cleaned and transformed 5+ real-time datasets using SQL and Python, conducting exploratory data analysis to surface key insights for business decision-making.
- Authored advanced SQL queries using Window Functions, CTEs, JOINS, and Aggregate Functions to extract and validate sales and customer metrics from relational databases.
- Built 3+ interactive Excel dashboards using Pivot Tables, Power Query, and Power Pivot, reducing manual reporting effort by 40%.
- Converted business requirements into KPI-based Power BI reports tracking revenue, profit margins, and customer segmentation for senior stakeholders across departments.
- Deployed Real Mart Sales Dashboard using DAX measures and star schema data modeling across 10+ product categories and 4 regions.
- Presented data storytelling reports to stakeholders, improving understanding of business trends and reducing decision cycle time by 20%.
- Established ETL pipelines and dimensional models to streamline data integration across 3+ data sources, cutting report preparation time by 35%.

### Cybersecurity Summer Intern

*NTPC Limited*

June 2025 – July 2025

*India*

- Investigated cybersecurity threat data and documented malware attack patterns, identifying 10+ vulnerability indicators for the security team's risk assessment.
- Compiled technical reports on security findings, supporting data-driven vulnerability documentation workflows across 2 internal security domains.

### Social Entrepreneurship Intern

*Hamari Pahchan NGO*

October 2024 – December 2024

*India*

- Examined campaign performance data and developed data-driven outreach strategies, directly contributing to a 25% increase in volunteer engagement within 2 months.
- Tracked and reported key campaign metrics to identify optimization opportunities, improving digital outreach effectiveness and donor engagement by 15%.

- Collaborated with cross-functional teams to craft communication content for digital campaigns, aligning messaging with organizational goals.

### Content Blogger

September 2024 – December 2024

*Marpu Foundation (NGO)*

*Chennai, Tamil Nadu, India*

- Authored 10+ awareness blog posts to strengthen the NGO's digital presence, driving a 30% increase in online community engagement over 4 months.
- Researched 15+ content topics and tracked post performance metrics to refine content strategy, improving average post reach by 20%.

## PROJECTS

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### Superstore Sales Dashboard | *MySQL, Power BI, DAX* 2026

- Architected an end-to-end business intelligence dashboard in Power BI analyzing 10,000+ sales records across product categories, regions, and customer segments.
- Engineered 15+ DAX measures for dynamic KPIs including revenue trends, year-over-year profit margin analysis, and category-level performance tracking.
- Modeled a star-schema data structure with fact and dimension table relationships, reducing query load and improving report refresh speed by 30%.

### Real Mart Sales Dashboard | *Excel, Power Query, Pivot Tables* 2026

- Constructed an interactive Excel dashboard using Power Pivot and Pivot Tables to monitor revenue trends, customer segmentation, and the top 10 performing products.
- Systematized ETL workflows using Power Query to clean, transform, and load raw sales data, reducing manual data preparation time by 50%.

### Adidas Sales Analytics Dashboard | *Power BI, DAX, Data Modeling* 2025

- Developed an interactive Power BI dashboard tracking Adidas sales performance across 5+ product lines, multiple regions, and quarterly time periods.
- Formulated 10+ DAX calculated columns and time-intelligence measures to enable dynamic period-over-period performance comparisons.

### COVID-19 Data Dashboard | *Excel, Pivot Tables, Power Pivot* 2025

- Scrutinized 50,000+ rows of global COVID-19 data using Excel and Power Pivot to uncover infection trends, recovery rates, and regional comparisons across 50+ countries.
- Created interactive Pivot Table dashboards with slicers and charts to visualize case trends by country for non-technical audiences.

## EDUCATION

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**Vinayaka Mission's Research Foundation – University** Salem, Tamil Nadu, India

*Bachelor of Engineering, Computer Science and Engineering | CGPA: 8.82*

*July 2022 – July 2026*

**M.D. College, Naubatpur**

*Patna, Bihar, India*

*Intermediate (12th) – Science Stream | 58.2%*

*March 2018 – March 2020*

**High School Kayapur Fatehpur**

*Patna, Bihar, India*

*Matriculation (10th) – Bihar School Examination Board | 70.6%*

*2018*

## CERTIFICATIONS

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**AWS Solutions Architecture Job Simulation** – Forage / Amazon Web Services

**Academic Process Mining Fundamentals** – Celonis

**All India NCAT (Naukri Campus Aptitude Test)** – Naukri.com | May 2025

**Basics of Business Communication** – Infosys Springboard | May 2025

**Project Management 101** – Simplilearn | May 2025

**HP Power Lab 2.0 Participation Certificate** – HP India