

MD AINAIN AHMED

Data Analyst | Business Analyst

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PROFESSIONAL SUMMARY

Data Analyst and Business Analyst with hands-on experience in SQL, Python, Power BI, Tableau, and MS Excel, turning raw business and operations data into actionable insights. Skilled in KPI tracking, dashboard development, data cleaning and validation, and stakeholder reporting, with a track record of improving SLA compliance, reducing manual reporting effort, and driving process optimization across 500+ merchant accounts. Experienced in building ETL pipelines, interactive BI dashboards, and advanced SQL queries (window functions, CTEs, joins) to support data-driven decision-making. B.Tech in Computer Science with strong foundations in statistics, data mining, and DBMS.

CORE SKILLS

- Data Analysis & Visualization: SQL, Python (Pandas, NumPy, Matplotlib, Seaborn), Power BI, Tableau, MS Excel (Pivot Tables, VLOOKUP, Dashboards).
- Databases & Tools: MySQL, ETL Pipelines, Jupyter Notebook, Git/GitHub, Streamlit.
- Analytics & Reporting: KPI Tracking & Monitoring, Dashboard Development, Data Cleaning & Validation, Root-Cause Analysis, RFM Segmentation, Statistical Analysis, A/B & Trend Analysis.
- Business Skills: Stakeholder Reporting, Cross-Functional Collaboration, Process Optimization, Requirement Gathering, Business Intelligence.

WORK EXPERIENCE

Merchant Operations Agent

Nov 2024 – Dec 2025

Noon E-commerce India Pvt. Ltd. | New Delhi, Delhi

- Analyzed merchant performance and operational KPI data across 500+ sellers, identifying process bottlenecks and contributing to a 15% improvement in SLA compliance within 6 months.
- Developed and maintained Excel-based performance reports and dashboards, reducing manual reporting effort by 40% and enabling faster, data-driven decision-making for operations teams.
- Conducted data validation, cleansing, and root-cause analysis on merchant onboarding and catalogue data, improving data accuracy by 25% and reducing processing errors.
- Collaborated with cross-functional teams to monitor order fulfilment, cancellation, and merchant health metrics, driving a 20% reduction in issue resolution turnaround time.

Impact Assessment & Program Coordinator, Project 'ZAHEEN'

Aug 2024 – Oct 2024

Bharats Youth Foundation (NGO) | Gayaji, Bihar

- Managed and monitored educational programs across the Gaya division, Bihar, tracking participation and engagement metrics for 200+ underprivileged students to support data-driven program planning.
- Analyzed student attendance, learning progress, and program performance data using Excel, generating reports and insights that increased student participation by 20%.
- Conducted computer literacy training while coordinating with volunteers and educators, streamlining program operations and reducing administrative reporting effort by 30%.

FREELANCE EXPERIENCE

Freelance AI Trainer / Data Annotator

Mar 2026 – Present

Outlier.ai | Remote

- Evaluate AI-generated writing and language responses against structured quality rubrics, assessing coherence, grammar, factual accuracy, and relevance.
- Apply consistent evaluation criteria across a high volume of language tasks, ensuring reliable and unbiased quality judgments.
- Provide detailed written feedback and justifications on response quality to support model improvement.

DATA ANALYTICS PROJECTS

Indian Startup Funding Analysis | *Python, NumPy, Pandas, Matplotlib, Streamlit, Git/GitHub*

- Built scalable ETL pipelines to preprocess 10,000+ startup funding records spanning 2020–2025, performing data cleaning, currency normalization, and temporal feature engineering into analytics-ready datasets.
- Engineered a modular BI dashboard delivering 20+ interactive views across Startup, Investor, and Ecosystem perspectives.
- Developed 15+ analytical KPIs, including YoY/MoM growth, investor portfolio profiling, funding funnel analysis, and sector concentration, to uncover investment patterns.
- Enabled executive-level decision-making by transforming raw funding data into actionable insights on startup growth trajectories and investor preferences. ([GitHub Repository](#) | [Live Dashboard](#))

Customer Shopping Behavior Analysis | *Python, Pandas, NumPy, MySQL, Power BI, DAX, Jupyter Notebook*

- Built an end-to-end analytics pipeline transforming raw customer transaction data into strategic insights, using Python for data cleaning, feature engineering, and statistical profiling to produce an analytics-ready MySQL dataset.
- Authored advanced SQL queries (window functions, CTEs, multi-table joins) for RFM segmentation and discount-efficacy analysis, finding Clothing & Accessories drove ~60% of purchase volume.
- Designed an interactive Power BI dashboard with custom DAX measures for Average Order Value and Subscription Penetration Rate, enabling real-time drill-down by season, category, and payment method.
- Found that high discount usage correlated with lower AOV, informing a strategic recommendation to shift from blanket promotions to threshold-based offers. ([GitHub Repository](#))

IMDb Top 250 Movies Web Scraper | *Python, Selenium, BeautifulSoup, Pandas, Chrome WebDriver*

- Developed an automated web-scraping pipeline using Selenium and BeautifulSoup to extract Rank, Title, Release Year, Duration, Rating, and Review Count from IMDb's dynamically loaded Top 250 page.
- Automated browser navigation and HTML parsing to reliably capture structured data at scale, eliminating manual data collection effort.
- Applied Pandas-based data cleaning, including symbol removal and numeric-format standardization, to produce an analysis-ready dataset.
- Published the cleaned dataset publicly on Kaggle, delivering a complete workflow from raw web data to a reusable, analysis-ready resource. ([GitHub Repository](#) | [Kaggle Dataset](#))

EDUCATION

Bachelor of Technology (B.Tech) in Computer Science and Engineering

Oct 2020 – Jun 2024

Jamia Hamdard University, New Delhi | Cumulative GPA: 8.23/10

- Relevant Coursework: Probability & Statistics, Data Analytics & Data Mining, DBMS, Machine Learning, Deep Learning, Artificial Intelligence, Big Data Technologies