



Mohammad Rashid | Data & Business Intelligence Analyst

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Professional Experience

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| Market Research Expert (Freelance) | <u>ArabEasy LLC</u> | Sharjah, UAE (Remote) | Oct'25 - Present |
| <ul style="list-style-type: none">Automation and development of business reports using Excel & Power BI. | | | |
| Data & BI Analytics Consultant (Freelance) | <u>International Clients</u> | Remote | Aug'23 - Present |
| <ul style="list-style-type: none">Developed and deployed Power BI dashboard reports for 250+ clients, focusing on data analysis and performance visualization. Leveraged advanced Power BI features like DAX, Power Query, relational database integration and external APIs. | | | |
| Business Analyst (Internship) | <u>KultureHire</u> | Remote | 2023 (4 months) |
| <ul style="list-style-type: none">Used advanced Excel tools like PivotTables, Power Query, VLOOKUPS, and Dashboard Reporting to quickly analyze business requirements and validate system fitment across multiple platforms, delivering accurate insights to stakeholders.Created and maintained Power BI and Excel dashboards that enable client to identify growth opportunities by visualizing key KPIs and making real-time, data-driven decisions. | | | |
| Excel and Power BI Analyst (Freelance) | <u>International Clients</u> | Remote | Mar'21 – Feb'23 |
| <ul style="list-style-type: none">Merged/Appended 15+ data sheets using Power Query and Lookups, reducing data prep time by 65% for market research reports.Employed Power BI and Excel tools to construct 200+ dashboards that incorporated self-updating features and interactive components.Designed unified reporting templates adopted by 3 departments, ensuring data consistency for cross-team analysis. | | | |
| Data Entry Operator (Freelance) | <u>Local Clients</u> | Remote | Aug'19 – Feb'21 |
| <ul style="list-style-type: none">Used Microsoft Excel to do data entry, financial analysis, and dashboard reporting.Utilized Formulas & Functions to automate daily reporting tasks. | | | |

Technical Skills

- Microsoft Power BI:** Data Modeling, DAX (Data Analysis Expressions), Power Query, Visualizations (Charts, Maps, KPIs), Dashboards, Data Connections (SQL, Excel, APIs), Report Sharing, Data Refresh Scheduling, Custom Visuals, Power BI Service
- Microsoft Excel:** PivotTables, VLOOKUP, Conditional Formatting, Data Validation, Power Query, Power Pivot, Advanced Charting, Macros, What-If Analysis, Statistical Functions
- SQL:** SELECT Queries, JOINS (Inner, Outer, Left, Right), GROUP BY, HAVING, Subqueries

Languages

- English: Bilingual | Hindi: Native Speaker | Gujarati: Native Speaker | Urdu: Bilingual

Soft Skills

- Communication | Adaptability | Team Collaboration | Continuous Learning | Critical Thinking | Autonomy | Emotional Intelligence

Recent Projects [\(Check my Portfolio\)](#)

- Finance Analytics:** Real-time dashboards for tracking revenue, expenses, and financial KPIs using Power BI.
- Sales Analytics:** Power BI analytics solution to monitor sales pipelines, conversion rates, and revenue trends.
- Marketing Analytics:** Power BI analytics solution to analyze marketing campaign performance on social media.
- CFO Analytics Report:** Comprehensive Power BI solution for finance teams to migrate from Excel to Power BI.
- People / HR Analytics:** Comprehensive Power BI solution for HR teams to improve workforce planning and management.

Education

Bachelor of Engineering (BE)	<u>Gujarat Technological University</u>	Gujarat, IN	2015 - 2019
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