

Mohammad Faizal Yunus Shaikh

DATA ANALYST — Data Analysis, Statistical Modelling & Data Visualizations

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📍 Ontario

in [LinkedIn](#)

SKILLS

- **Programming:** Python, R, SQL for querying, scripting, statistical computing, and data transformation
- **Visualization:** Tableau, QlikSense, Power BI, DAX, Excel for dashboard creation and trend analysis
- **Data Management:** SQL Server, MongoDB, PostgreSQL, SSIS, Alteryx, ETL pipelines, data cleansing tools
- **Business Analysis:** KPI analysis, requirement gathering, reporting automation, process improvement
- **Project Tools:** JIRA, Trello, Asana, ClickUp, Visio for Agile sprint tracking and workflow mapping

WORK EXPERIENCE

Data Analyst Intern

September 2023 – April 2024

Yonge Street Mission (YSM.ca)

Ontario

- Ranked service touchpoints across vulnerable groups by analyzing Salesforce and Tableau poverty datasets, improving targeting of aid programs and enabling 47% gain in access-to-service metrics through data segmentation.
- Executed time series forecasting using R and Python to trace multiyear patterns in service demand cycles, optimizing delivery of intervention programs and achieving 35% increase in response-to-need alignment rate.
- Collaborated with the Director of Impact Measurement to define KPIs, developing visualization dashboards in R to monitor participant progress and expose 18% untracked dropout gaps using integrated journey maps.

Junior Data Analyst

November 2021 – May 2022

Digimaze Marketing

India

- Constructed predictive data models using Python and Adv-SQL across ad channel sources, improving revenue forecasting accuracy and generating a 20% uplift in financial reporting consistency across marketing verticals.
- Configured interactive dashboards with Power BI and Tableau to streamline reporting pipelines, cutting average report turnaround time by 35% and increasing executive decision frequency through centralized data access.
- Diagnosed traffic dropouts by conducting EDA in R on session paths and event logs, uncovering high-abandonment pages and reducing bounce rates by 23% through validated User Interface(UI) change recommendations.

Marketing Campaign Manager

October 2020 – November 2021

Novotoc Infotech Pvt. Ltd (KEEV)

India

- Directed campaign development by integrating Google Analytics, Firebase, and SQL-based tracking scripts, resulting in a 600% rise in active weekly user engagement through iterative data-driven targeting models.
- Drafted data transformation protocols for developers and QA teams to unify KPI tracking logic, reducing discrepancies across marketing dashboards by 41% and ensuring cross-platform analytical alignment for reporting.
- Coordinated JIRA-based sprints with UI/UX teams to optimize feature sets based on campaign feedback datasets, improving conversion funnel completion rates by 33% through metric-informed design iterations.

PROJECTS

Impact and Sentiment Analysis of 'The Apple in the Orchard'

Data Analyst Consultant

- Automated sentiment classification using NLP models in Python, boosting labeling accuracy by 31% on inputs.
- Extracted key topics via unsupervised NLP, isolating 9 major sentiment clusters from over 6,000 text records.

Customer Churn Analysis and Prediction Model

Data Analyst

- Constructed logistic model using churn logs, reducing churn rate by 15% through targeted predictive scoring.
- Diagnosed retention bottlenecks using Salesforce visualizations, boosting customer satisfaction scores by 20%.

Predictive Modeling for US Health Insurance Premium Costs

Data Analyst

- Engineered regression pipeline using EDA and transformation methods, achieving R^2 of 0.75 on test dataset.
- Quantified cost drivers through multi-variable plots, isolating 6 top predictors from 1,300 health insurance rows.

EDUCATION

Master of Professional Studies in Analytics

September 2022 – May 2024

Northeastern University, Ontario

CGPA: 3.7/4

Bachelor of Computer Engineering

August 2017 – October 2020

University of Mumbai, India

CGPA: 3.4/4

CERTIFICATIONS

- **Certified Tableau Desktop Specialist** – Tableau
- **SQL Advanced Skill Certification** – HackerRank
- **SQL: Data Reporting and Analysis** – LinkedIn
- **Power BI Data Modeling with DAX** – LinkedIn