

Mazahir Murtaza Shah

Data Analysis || Marketing || Management || Excel || R Programings

A Business Analyst, I leverage R and Excel expertise to execute impactful data analytics projects, providing valuable insights for informed business decisions. Skilled in data visualization and advanced statistical analysis, I drive process optimization. Additionally, I demonstrated strong communication and organizational skills as a University Outreach Coordinator, and marketing expertise as a director, overseeing integrated student campaigns.



✉ mazahir2021@namal.edu.pk

☎ (+92)3249816605

EDUCATION

BBA (Bachelor of Business Administration), Business Analytics

Namal University, Mianwali

2021 - 2025

Major Courses

- Data Analytics with R-Programming
- Business Communication
- Econometrics
- Big Data Analytics
- Financial Statement Analysis
- Machine Learning in Python

PROFESSIONAL EXPERIENCE

Chief Coordinator - Convocation 2025

Namal University

02/2025

Achievements/Tasks

- Organized and executed Convocation 2025, managing hospitality, logistics, and on-campus coordination for 500+ guests. Led a 50-member team to ensure a seamless experience through strategic planning and adaptability.

Society President

Namal University (Societies and Clubs)

09/2024

Achievements/Tasks

- Leading media society for marketing and media engagement for society activities and talented students at Namal.

Internship

Pearl Continental Hotel, Rawalpindi (Hashoo Group)

07/2024 - 09/2024

Achievements/Tasks

- Completed a 2-month internship in Finance, Reservations, and Front Office departments.

Marketing Coordinator

Namal University, Mianwali

09/2023 - Present

Achievements/Tasks

- Designed social media posts for Namal University platforms. Managed Outreach Admission Campaigns for Feb 2023 and Feb 2024, also completed a project to design Social Media Admission Campaign 2025 of Namal University.

SKILLS

Data Analytics

R-Programming

Excel

Event Management

Photography

Graphic Designing

PERSONAL PROJECTS

Integration of Augmented Reality in Marketing and Communication (09/2024)

- Researched AR's potential in marketing to boost engagement through immersive brand experiences. Currently co authoring a paper on AR's role in merging digital and traditional marketing.

Financial Statement Analysis (02/2024)

- I performed a project on annual financial statements by making ratio analysis by selecting the Annual Financial Statement of Toyota. I designed a dashboard on Microsoft Excel for data analysis.

CERTIFICATES

Basics of Python, Data Analytics in Python, Machine Learning (40 Hours) (11/2024)

Data Analytics in Excel (05/2023)

Data Analytics with R (20 Hours, DataCamp) (04/2023)

LANGUAGES

English

Full Professional Proficiency

Urdu

Native or Bilingual Proficiency

INTERESTS

Cricket

Photography

Case Studies

Graphic Designing

Photography