



# Sarim Ali Rao

## Financial Analyst & Data Modeling Specialist

Financial Analyst and Data Modeling Specialist with expertise in Power BI, Excel, and Python. Passionate about transforming complex data into actionable insights and automating financial processes to drive decision-making.

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📍 Fort Abbas, Pakistan

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## EDUCATION

### BBA (Accounting & Finance)

Namal University, Mianwali

09/2021 - Present

#### Courses

- Financial Modelling
- Corporate Finance
- Financial Institutions and Markets
- Financial Statement Analysis
- Principle of Finance
- Islamic Banking and Finance
- Financial Accounting
- Investment and Portfolio Management
- Managerial Accounting

### Intermediate (Pre- Medical)

Govt Degree College, Fort Abbas

2018 - 2020

### Matric (Science)

Govt Boys High School, Fort Abbas

2015 - 2017

## PROJECTS

### Real-Time Investment Portfolio Management System (03/2025 - 04/2025)

- Created an interactive dashboard with a robust investment backend, allowing real-time tracking of market trends, portfolio performance, and asset allocation. This helped make smarter, data-driven investment decisions.

### Data-Driven Sales Performance Dashboard with Predictive Insights (Power BI) (12/2024 - 02/2025)

- Designed an interactive Power BI dashboard for sales tracking, revenue forecasting, and KPI analysis. Uncovered key insights into sales trends and customer segmentation, leading to informed decision-making.

### Financial Statement Analysis & Performance Monitoring Dashboard (Excel) (09/2024 - 12/2024)

- Built a financial dashboard for in-depth analysis of balance sheets, income statements, and cash flows, incorporating fundamental and ratio analysis for liquidity, profitability, and trend assessment.

## WORK EXPERIENCE

### Research Assistant

Namal University

09/2025 - Present

Mianwali, Pakistan

#### Achievements/Tasks

- Studying the impact of fraudulent activities on shareholder value, comparing KMI vs. non-KMI firms and financial vs. non-financial institutions.

### MTO

Azgard Nine Ltd.

08/2024 - 09/2024

Lahore, Pakistan

#### Achievements/Tasks

- Completed a 6-week Supply Chain Management training, covering procurement, inventory, logistics, ERP systems, and optimization in textile manufacturing.

## TOOLS & SKILLS

Advanced Excel (Macros)

Power BI (DAX)

Microsoft Office

Python

Fraud Analysis

Dashboards Development

Financial Modelling

Data Analysis & Visualization

Islamic Finance

Investment Analysis & Portfolios Management

Financial Statement Analysis

## ACHIEVEMENTS

### Class Representative (CR) (2021 - Present)

Exhibited strong leadership by voicing student concerns, coordinating with faculty, and facilitating communication. Contributed to teamwork, discipline, and a supportive academic environment throughout the degree program.

### Academic Excellence (2021 - Present)

Maintained top position in class throughout 4-year undergraduate program, graduating with the highest cumulative GPA.

## CERTIFICATES

### Advanced Excel Certification (2023 - 2025)

Completed advanced Excel course covering VBA, Macros, Power Query, dashboards, data cleaning, and AI tools for analysis and automation.

### Financial Modeling in Excel (04/2025)

Completed a DataCamp course on financial modeling in Excel, gaining skills in forecasting, valuation, and scenario analysis.

### Power BI (12/2024)

Completed DataCamp Power BI course on data viz and dashboards; learned to import, transform, and model data for dynamic BI solutions.

### Workshop at Nayatel (03/2024)

Attended a 3-day Nayatel workshop on telecom systems; gained insights into fiber-optic infrastructure and corporate service management.

### SBP- Student Ambassador Program (02/2024)

Joined a 3-day Student Ambassador Program at SBP Rawalpindi; learned about central banking, financial inclusion, and youth engagement initiatives.

## LANGUAGES

English

Professional Working Proficiency

Urdu

Native or Bilingual Proficiency

## INTERESTS

Data Visualization and Automation

Fintech

Financial Markets and Investing

Research

Islamic Banking & Finance