

Momna Sajid

Business Analyst

Strategic and results-driven Business Analyst recognized as a visionary and creative thinker with strong analytical skills that align advanced analytics with business strategy to meet business objectives within acceptable levels of risk. Equipped with excellent communication, time management skills, work ethics, and a strong sense of leadership with a commendable record of accomplishment.



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EDUCATION

Bachelors in Business Administration Namal University Mianwali

09/2019 - 07/2023

Mianwali, Pakistan

Major Courses

- Data Driven Marketing
- Optimization for Business Decisions
- Financial Institutions and Markets
- Statistical Analysis for BigData
- Intro to Programming -ITP
- Machine Learning

WORK EXPERIENCE

Data Analytics Intern CESD Namal University

08/2022 - 09/2022

Achievements/Tasks

- Developed advanced data analysis and visualization skills to drive business decisions and deliver meaningful insights.
- Led a project to analyze customer behavior data using SPSS and developed visualizations using Tableau, resulting in a 15% increase in customer engagement.

Accounting Intern Strive Sports Sialkot

06/2022 - 07/2022

Achievements/Tasks

- **Accounting Software:** Examine, analyze and interpret accounting records of strive sports via accounting software.
- **Financial Management:** Managed the financial reports of strive sports according to the accounting principles.
- **Financial Analysis:** Analyzed the financial reports, interpret the data and helped the management in data driven decision making.

Virtual Internship KPMG

09/2021 - 10/2021

Achievements/Tasks

- **Data Analysis:** Analyzed large datasets of customers through Excel and Python libraries.
- **Data Visualization:** Visualized the data into meaningful and understandable patterns and dashboards so everyone could easily understand it. Improved communication and problem-solving skills.
- **Presentation:** Presented the data and its meaningful patterns and proposed the data-driven decisions to the stakeholders; they could improve their process accordingly.

SKILLS

Tableau

Machine Learning-Weka

MS Office

Presentation Skills

Organizational Skills

SPSS

Interpersonal Skills

PERSONAL PROJECTS

Customer Segmentation via Machine Learning (FYP Project)

- Identifying distinct customer groups based on their behaviors, characteristics, and preferences to improve marketing strategies and customer engagement. I have hands-on experience in data preprocessing, exploratory data analysis, and clustering algorithms like K-Means, DBSCAN, and Hierarchical clustering.

Data Analysis-COVID-19

- Conducted data analysis on a large dataset of COVID-19 using Python programming language and its libraries including NumPy, Pandas, and Matplotlib. The analysis involved exploring the data, cleaning and preprocessing it, and visualizing the findings.

CERTIFICATES

Data Analytics Internship from KPMG

Facebook Marketing from Coursera

Data Analytics from Google Coursera

Data Analytics Internship from CESD

INTERESTS

Book Reading

Badminton

Travelling and Experiencing new ideas.

Organizing and Managing different events.