



Muhammad Kashian

Business Analyst

Strategic and results-oriented business analyst with a strong foundation in data analysis, reporting, and problem-solving. Skilled in tools like Power BI, SQL, and Python to derive insights that drive informed decision-making. Experienced in identifying business opportunities, improving operational efficiency, and supporting strategic planning through data storytelling and performance analysis. Adept at turning complex data into actionable business value across diverse functions.

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📍 Mianwali

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EDUCATION

BBA

Namal University

09/2021 - 07/2025

Mianwali

WORK EXPERIENCE

Business Analyst

Vital Green PVT LTD

07/2024 - 09/2024

Lahore

Achievements/Tasks

- Insight-Driven Analysis: Analyzed sales data using Excel, Power BI, SQL, and Python to provide actionable insights for strategic decision-making.
- Data-Centric Reporting: Developed an interactive Excel dashboard and Power BI reports highlighting key trends, improving operational efficiency and sales performance.
- Process Optimization Through Data: Enhanced technical skills in data visualization, database querying, and data analysis, earning certifications in Power BI, SQL, and Python.

Placement Cell Coordinator

Namal Placement Cell

02/2024 - 07/2024

Achievements/Tasks

- Leadership in Event Management: Successfully guided a team of student volunteers to organize large-scale events like the Open House and Job Fair, demonstrating strong leadership, teamwork, and communication skills in a fast-paced environment.
- Data-Driven Event Coordination: Applied Excel to manage logistics, track attendance, and analyze engagement metrics for over 90 companies during recruitment drives and open house events.
- Excel-Based Process Optimization: Developed Excel dashboards to streamline communication and record management, enhancing data organization and improving operational efficiency.

Amal Fellow

Amal Academy

12/2023 - 02/2024

Achievements/Tasks

- Communication: Engaged in a dynamic 3-month Fellowship at an innovative education startup, broadening my perspective.
- Skill Cultivation: Actively engaging in a dynamic community, where I've embraced teamwork and shared learning, nurturing essential skills like collaboration and networking.

TOOLS & SKILLS

Excel

PowerBI

DAX

SQL

Python

Stata

Problem Solving

Business Intelligence

Data Analysis & Visualization

PERSONAL PROJECTS

Final Year Project (Retail Sales Analytics and Forecasting Platform) (09/2024 - Present)

- Retail Sales Analytics & Forecasting: Developed an interactive Power BI dashboard to analyze sales trends and forecast demand, enhancing data-driven decision-making.
- Machine Learning for Prediction: Implemented ARIMA, Prophet, and LSTM models to improve sales forecasting accuracy and optimize inventory planning.
- Automated Data Processing: Streamlined data workflows using SQL and DAX, reducing manual effort and increasing reporting efficiency.
- Technologies Used: Power BI, SQL, Python, Machine Learning (ARIMA, LSTM).

CERTIFICATES

Google Data Analytics Professional Certificate

Google Business Intelligence Certificate

Google Advanced Data Analytics Certificate

Data Analyst in Power BI

SQL for Business Analysts

Email Writing | Meta Advertising

LANGUAGES

English

Full Professional Proficiency

Urdu

Full Professional Proficiency

INTERESTS

Event Management

Public Speaking

Data Storytelling

Business Analytics

Problem Solving through Technology

Supply Chain Optimization