

SUMMARY

Technology Management student at Ontario Tech University with hands-on experience in SQL, Power BI, Python, and data analysis. Skilled in transforming raw data into actionable business insights through data cleaning, statistical analysis, KPI development, dashboarding, and business intelligence projects. Experienced in analyzing sales, customer, product, and operational data and communicating findings through clear, data-driven visualizations. Strong problem-solving, communication, and presentation skills with a demonstrated ability to connect technical analysis to business objectives.

TECHNICAL PROFICIECIES

Languages & Frameworks: Python (Pandas, NumPy, Matplotlib), R, SQL, C Programming
Databases & Platforms: MySQL, MS Dynamics, Google Sheets
BI & Reporting Tools: Power BI, Excel (Ad Functions, Pivot Tables, VBA), Tableau, Google Data Studio, MS Office Suite, Power Point
Data Analysis & Statistical Skills: Descriptive & Inferential Statistics, Time Series Analysis, Hypothesis Testing, Regression, Forecasting, Market Research Analysis
Soft Skills & Additional Competencies: Written Communication, Mentoring & Training, Public Speaking, Presentation Skills

PROJECT EXPERIENCE

Customer & Sales Analytics — SQL + Power BI

Analyzed the Brazilian E-Commerce (Olist) dataset as a Business Intelligence project to uncover sales, customer, product, seller, payment, and customer-experience insights.

- Analyzed R\$13.59M in product revenue and calculated key KPIs including Average Order Value of R\$137.75.
- Identified monthly revenue trends and found November 2017 as the highest-revenue month at approximately R\$1.01M.
- Analyzed product/category performance and seller revenue, sales volume, and average selling price.
- Measured customer retention, identifying a 3.12% repeat-customer rate.
- Used CTEs, subqueries, CASE WHEN, HAVING, and NTILE() to segment customers by observed revenue.
- Found that the top 25% of customers generated approximately 62.7% of observed customer revenue.
- Analyzed payment behavior, including an installment rate of 66.88% among credit-card orders.
- Investigated customer satisfaction and found that 1-star orders averaged 21.31 delivery days versus 10.69 days for 5-star orders.
- Built an interactive Power BI dashboard using DAX, data modeling, KPI cards, trend analysis, category analysis, and geographic visualizations.

REIT Housing Price Analysis

Python | Pandas | NumPy | Matplotlib | Seaborn | Scikit-learn | Jupyter Notebook

- Worked with a real-world dataset from King County, Washington, containing home sales data between May 2014 and May 2015.
- Cleaned and prepared the dataset by handling missing values, removing outliers, and transforming variables.
- Conducted exploratory data analysis to identify key drivers of housing prices, including square footage, bedrooms, bathrooms, floors, and property condition.
- Built and evaluated regression models in Python to estimate house prices and assess feature importance.
- Communicated insights through data visualizations and business-focused interpretation to support data-driven investment decisions.

Power BI Executive Dashboard – Adventure Works Sales & Performance Analysis

- Developed an interactive Power BI dashboard for Adventure Works analyzing 60,000+ sales transactions, integrating sales, customer, product, and inventory data into a unified reporting model.
- Created core visualizations including product sales tables, category revenue column charts, and time-series line charts to track order trends and identify seasonal peaks.
- Built KPIs for total sales, customer count, and geographic reach to support executive decision-making for global expansion. Implemented forecasting models with 99% confidence intervals and 12-month seasonality to predict future sales trends.

WORK EXPERIENCE

Brand Ambassador, Brand Momentum, Oshawa, ON	Jun 2025 – Jan 2026
- Provided frontline support to customers and retail staff by resolving product issues, answering technical and usage questions, and troubleshooting common problems during live promotional events. - Collected, tracked, and analyzed customer interaction data to monitor campaign performance and identify recurring issues and service gaps. - Monitored key performance indicators (KPIs), consistently achieving an 80%+ closing ratio through strong communication, adaptability, and problem resolution. - Prepared performance summaries and shared insights with internal teams to support continuous improvement of campaign operations and customer experience. Collaborated with cross-functional teams to align messaging, improve workflows and enhance overall service quality.	

EDUCATION

Ontario Tech University IBachelors of Commerce Major: Technology Management & Co-op Minor: Entrepreneurship	Expected-2028
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ACHIEVEMENTS

- Dean’s List Recognition - Winter 2026
- Dean’s List Recognition - Winter 2025