

Mosharrf Miah

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PROFILE

Analytically driven professional transitioning from logistics to data analytics, with practical experience in SQL, Python, Excel, and Power BI. Adept at transforming complex data into clear, actionable insights that drive strategic decision-making and improve organisational performance. Looking for a role as a **Data Analyst**.

DATA PROJECTS

Preparing for Influenza – MS Excel/Tableau

- Collected and cleaned **50,000+** U.S. flu mortality and population records, ensuring data integrity for accurate hospital staffing forecasts.
- Identified regional trends, showing mortality rates in the South were **100%** higher than other regions, guiding resource allocation decisions.
- Developed interactive Tableau dashboards to communicate findings and support strategic staffing decisions.

Rockbuster, Video Rental – SQL

- Queried and combined **30,000** customer records to map rental behaviour, revenue distribution, and geographic performance.
- Discovered the top 10 countries generated over **50%** of revenue, and **45%** of customers were concentrated in just **3 countries**.
- Recommended market expansion and targeted customer segments, supporting data-driven decisions to increase sales and optimise marketing efforts.

Instacart, Online Grocery – Python

- Processed and analysed **30 million** grocery orders to detect purchasing trends and segment customer behaviour.
- Found that **70%** of customers are middle-income earners, **70%** are adults or middle-aged, and **75%** have dependants, revealing the primary customer base of families.
- Provided actionable recommendations for targeted promotions and a loyalty scheme to boost sales during low-traffic periods and strengthen engagement among family demographics.

CAREER HISTORY

Shipping Coordinator / Sales Analyst – Red Eyewear

2024 to Present

- Faced with limited visibility into sales and operations KPIs, designed and maintained interactive Power BI dashboards, enabling senior leaders to make faster, data-driven decisions and improving KPI tracking accuracy by **25%**.
- Analysed purchasing behaviours, including trending colours, designs, and materials, delivering actionable insights that informed product range decisions and increased sales by **15%**.
- Automated reporting processes to reduce manual work, cutting reporting time by **40%** and ensuring accuracy across operational and sales data.

- Monitored shipments and proactively resolved discrepancies across multiple stakeholders, reducing delivery delays and enhancing customer satisfaction.

Customer Service Operator / Logistics Analyst – Europa Worldwide

2018 to 2024

- Identified a need for real-time shipment visibility, developed a live collaborative reporting document for clients, and rolled it out branch-wide, reducing delays and increasing client trust.
- To address gaps in service, created customer analysis reports that identified inefficiencies; recommendations improved on-time delivery by **10%** and strengthened client retention.
- Conducted pricing and competitor analysis to support contract negotiations, securing **£100k** in new business annually and enabling more competitive client offerings.
- Developed interactive dashboards on revenue, performance trends, and shipping lane efficiency, enabling managers to boost profitability, and align services with client requirements to improve customer satisfaction.

Team Leader – Matalan

2013 to 2018

- Appointed as Staff Representative Leader; served as a liaison between upper management and colleagues to foster a more collaborative and supportive work environment.
- Implemented process to prevent issues that were discovered during extensive root-cause analysis.

Key Skills

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|--------------------|---------------|
| • SQL | • Python |
| • Tableau | • MS Excel |
| • Machine Learning | • MS Power BI |

QUALIFICATION

CareerFoundry Data Analytics Program
Google Data Analytics Professional Certificate
The Complete Oracle SQL Certification
BA(Hons) Business and Marketing

HOBBIES AND INTEREST

Football (Arsenal FC fan), Badminton, Travel and Technology enthusiast, gaming