

Nouman Siddiq

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SUMMARY

Computer Science Engineering graduate and Google Data Analytics certified analyst with a strong grounding in SQL, Python and business intelligence. Comfortable across the full analytics workflow, from integrating and cleaning multi-table datasets through exploratory and statistical analysis to presenting findings to non-technical stakeholders. Three years of hands-on business operations experience shape how I frame analysis around commercial decisions rather than technique. Seeking an entry-level Data Analyst or Business Analyst role.

TECHNICAL SKILLS

SQL	Joins, aggregations, subqueries, CTEs, window functions, query optimisation, indexing
Python	pandas, NumPy, Matplotlib, statsmodels, Jupyter Notebook
BI and Excel	Power BI, DAX, data modelling, pivot tables, VLOOKUP, INDEX-MATCH, SUMIFS
Analytics	Data cleaning, exploratory analysis, cohort and RFM analysis, descriptive statistics, forecasting, KPI definition
Tools	PostgreSQL, MySQL, Git, GitHub

PROJECTS

E-Commerce Sales and Customer Retention Analysis	SQL, Power BI
- Analysed 96,478 delivered orders across a nine-table relational schema to assess marketplace health, applying CTEs, window functions, cohort retention and RFM segmentation. - Identified late delivery as a disproportionate driver of dissatisfaction: late orders were 6.8 per cent of volume but produced 36.5 per cent of all one-star reviews. - Decomposed delivery time into approval, seller-handover and last-mile stages, disproving the initial seller-dispatch hypothesis and redirecting the recommendation to carrier routing.	
Global Tourism and Air Transport Safety Forecasting	Python
- Integrated six real-world datasets on tourist arrivals, air passenger volumes and aviation safety into a single analysis-ready dataset through a documented pandas cleaning pipeline. - Engineered growth, indexed trend and lag features, then built and compared ARIMA, Prophet and LSTM forecasts, recommending the most interpretable model for the use case.	

WORK EXPERIENCE

Business Operations and E-Commerce Lead, Sanjay Numberplates (family business)	Feb 2021 - present
Run online order operations and digital marketing for a legacy numberplate manufacturing business, tracking order volumes, enquiry sources and channel performance to inform pricing decisions.	
Technical Customer Support, Foundever (Verizon process)	Oct 2025 - Feb 2026
Resolved customer queries in a high-volume, SLA-driven enterprise environment, meeting quality and resolution-time targets under strict documentation standards.	

INTERNSHIPS

Operations and Delivery Lead, House of Peak	Oct 2024 - Feb 2025
Owned lead generation and campaign delivery for client accounts, reporting performance metrics and recommending adjustments.	
Logistics Head, Quality Education Team, Hyderabad Youth Assembly (Season 13)	2024
- Managed fund allocation and procurement for the education team, finishing among the top 10 fundraisers with approximately Rs. 25,000 raised. - Delivered Season 13's first completed project, scoping and installing a water purifier at Zia-Ul-Islam School within a Rs. 15,000 to 18,000 budget.	

EDUCATION

2022 - 2026	B.Tech, Computer Science Engineering at SVIT, JNTUH, Hyderabad	(CGPA: 7.15/10)
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CERTIFICATIONS

- Google Data Analytics Professional Certificate, Coursera
- Deloitte Australia Data Analytics Job Simulation, Forage
- Google Cloud: Prompt Design in Vertex AI
- Google Cloud: Build Real-World AI Applications with Gemini and Imagen