

Shahbaz Sharif

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Data Analyst (Customer Analytics & BI) | SQL • Power BI • Python

Professional Summary

Data Analyst, 2+ years. Recovered **£97K** lapsed revenue and cut reporting time **89%** (11 hours to 70 minutes) using Python/SQL automation and RFM segmentation across E-commerce and Healthcare. Turns complex data into decisions that land with stakeholders.

Work Experience – 2+ Years

Junior Data Analyst, Nautica Solutions Ltd – Brentwood, UK Jul 2024 – Feb 2025

- Recovered **£97K** lapsed revenue and reduced churn **5%** by segmenting **50K+** transactions with Python/SQL RFM scoring, enabling the marketing team to target at-risk VIPs for win-back campaigns
- Increased 12-month CLV **17%** by boosting second-purchase rate from **22%** to **29%** through behavioural cohort analysis and targeted retention offers
- Reduced weekly reporting time **89%** (**11 hours to 70 minutes**) by building an RFM scoring pipeline with Python script, enabling self-serve CRM analytics
- Improved e-commerce net profit margin **3%** by cutting discount spend **17%** without a drop in conversion, using decile-based revenue concentration analysis and delivering findings in Excel reports

Performance Analyst, Teleperformance – Mumbai, India Dec 2022 – Aug 2023

- Increased First Contact Resolution **13%** by running root-cause analysis on detractor feedback, stabilising CSAT scores for Airbnb Superhost vertical
- Reduced Time to Proficiency **25%** by designing a knowledge base and delivering SME-led workflow training for **20+** team members
- Achieved **91%** positive feedback rating by running root-cause analysis on detractor feedback, beating Airbnb's global satisfaction standards

Analytics Intern – Data Analyst, Axtria – Noida, India Jan 2022 – Oct 2022

- Identified **12%** staffing optimisation opportunity by using SQL to extract and analyse **36** months of hospital operations data linking bed occupancy, responsiveness and patient safety outcomes
- Quantified operational relationships (occupancy vs responsiveness **-0.62**; occupancy vs falls **+0.58**) using correlation/regression, translating findings into specific fixes
- Built Power BI KPI dashboards with custom DAX for occupancy, response time and fall rate monitoring to test staffing scenarios

SKILLS

Technical: SQL (CTEs, window functions, joins) • Power BI (DAX, Power Query, data modelling) • Python (pandas, numPY, scikit-learn) • Excel (pivot tables, VLOOKUP) • Google Analytics

Analytics: Customer lifetime value (CLV) • Churn prediction • Behavioural cohort analysis • Decile-based revenue concentration • regression/correlation • hypothesis testing • KPI dashboards • Stakeholder communication

Projects

Customer Value Segmentation (RFM & Deciles) GitHub

- Built out RFM analysis on a public e-commerce dataset, catching a 'Promising' segment others overlook. Top 10% of customers = 61.5% of revenue
- Automated scoring pipeline in Python to generate budget allocation recommendations for marketing strategies

Hospital Operations Analytics (Occupancy vs Safety) GitHub

- Analysed a 60-month US hospital case-study dataset in Python and Power BI to build a dashboard for nursing leaders to track bed occupancy, reduce unassisted falls and manage staffing pressure

Education

University of Essex, **Master of Science in Data Science** 2023 – 2025

University of Mumbai, **Bachelor of Science in Statistics** 2018 – 2021

Open to Data Analyst roles across the UK