

Hassan Shahid

Data Analyst | AI & Automation Expert

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Professional Summary

Data Analyst bringing advanced technical proficiency and natural fluency with computing and software applications. Combines a strong quantitative foundation in econometric modeling and statistical analysis with proficiency in advanced Excel, SQL, Python, and data visualization tools like Power BI. Proven success in enhancing operational efficiency by automating reporting (reducing manual effort by 25-30%) and building interactive dashboards to support data-informed decision-making. Brings a valuable perspective shaped by international experience, adept at optimizing operations & forecasting accuracy in diverse business environments.

Professional Experience

• Business Data Analyst

Sept 2024 – May 2025

Krishma Trading LLC

Dubai, UAE (Remote)

- Leveraged SQL and Excel VBA to automate 5+ financial and sales reports, reducing manual reporting time by 15+ hours per week and improving data accuracy by eliminating human error.
- Engineered operational dashboards using Power BI and SQL to visualize inventory KPIs, resulting in a 30% improvement in inventory management efficiency and a 20% reduction in stock outs.
- Performed time-series analysis and economic forecasting on sales data to optimize inventory procurement, directly improving cash flow and working capital management.
- Designed a real-time KPI tracking Dashboard with API integrations, enabling data-driven decision-making that enhanced operational responsiveness.
- Documented business requirements and spearheaded the training for 5+ team members on new analytical systems, ensuring seamless adoption and maximizing ROI.

• Marketing Data Analyst

May 2024 – Aug 2024

Grand Mega Tourism

Dubai, UAE

- Utilized econometric modeling and A/B testing to optimize digital ad campaigns (Google Ads, Meta), increasing lead generation by 20% while maintaining budget.
- Conducted statistical analysis of customer journey metrics (CTR, CPC, bounce rate) to uncover behavioral trends, informing strategic marketing and service improvements.
- Developed automated performance dashboards in Excel (VBA) and Tableau, reducing reporting overhead by 30% and providing stakeholders with clear, actionable insights.
- Applied regression analysis to identify key drivers of conversion, leading to targeted operational adjustments that improved overall conversion rates.
- Collaborated with cross-functional teams to align data insights with business processes, streamlining booking workflows and enhancing customer experience.

Relevant Projects

• Business Performance & Forecasting Dashboard

Python, SQL, JavaScript, REST APIs, Time-Series Analysis

- Architected an end-to-end data visualization solution for real-time KPI monitoring (sales, revenue, conversion rates) using SQL-backed datasets.
- Built automated ETL pipelines with live database queries & API integrations, reducing manual data aggregation time by 40%.
- Implemented econometric modeling and time-series forecasting (ARIMA) to predict sales trends and detect anomalies, improving forecast accuracy by 15%.

• AI-Powered Customer Service Assistant

Python, RAG, LLMs (Meta LLaMA), SQL, Twilio, NLP

- Designed and deployed an AI-powered voice assistant to automate customer inquiries, reducing manual call handling by 70% and improving service scalability.
- Integrated speech-to-text (STT) and text-to-speech (TTS) technologies to facilitate natural conversations and capture structured data for analysis.
- Enhanced response quality by implementing Retrieval-Augmented Generation (RAG) with a company knowledge base, boosting first-call resolution rates.
- Stored all interaction data in SQL for trend analysis and customer sentiment evaluation.

Education

• Bachelor of Arts in Economics | Major GPA: 3.9/4.5 (87%)

University of Manitoba, Winnipeg, Canada

- Selected Coursework: Econometrics, Statistical Analysis, Financial Systems, Data & Policy Analysis, Economic Modeling
- Minor in Management: Focus on business analysis, process coordination, and organizational decision-making
- Dean's Honour List, 2024 (Term GPA: 4.13/4.5)

Certifications

• Semrush Search Engine Optimization (SEO) Certification	Completed
• Semrush Social Media Marketing Certification	Completed
• Stukent Digital Marketing Simternship Certification	Completed
• Google Data Analytics Professional Certificate	Expected Jan 2026

Technical Skills

Data & Analytics: R Studio, IBM SPSS Statistics, Microsoft Excel, SQL, Power BI, Data Cleaning & Validation, Business Intelligence Dashboards, Report Creation & Documentation, Flowcharts & Process Diagrams

Data Visualization & BI: Tableau, Power BI, Excel (Advanced, VBA, Power Query)

Econometric & Statistical Analysis: Econometric Modeling, Regression Analysis, Time-Series Forecasting, Hypothesis Testing, Statistical Inference

Data Management: ETL Processes, Data Wrangling, API Integration, Database Management (Supabase)

Machine Learning & AI: Large Language Models (LLMs, RAG), Predictive Modeling, Natural Language Processing (NLP - STT/TTS)

Web & Tech Stack: Supabase, Vite, Cursor AI, Vercel, LaTeX, Website Hosting, Website Development, Azure Cloud, Google Cloud

AI & Automation: Prompt Engineering, Conversational AI , Retell.ai, Twilio, N8N, Cursor AI, SEO Optimization, Generative AI

Sales & Marketing Tools: Meta Business Suite, Canva, Google Analytics, CRM Platforms, Microsoft Outlook

Programming Languages: Python, HTML, R, MATLAB, Stata

Administrative Tools: Microsoft Office Suite (Word, PowerPoint, Excel), Scheduling & Email Management, Records Management, Workflow Coordination, Research & Reporting Skills

Soft Skills: Stakeholder Communication, Project Management, Customer Relations, Problem Solving, Adaptability, Cross-Functional Collaboration, Leadership, Time Management, Attention to Detail, Presentation Skills

Interests

- Analyzing global economic trends, policy and its market effects
- Reading about geopolitical events and current affairs
- Exploring emerging AI and automation technologies adopted by businesses

References and employment verification available upon request.