

Munaf Ahmed

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EXPERIENCE

Associate Data Analyst at Euromonitor International

(May'24 to Aug'24)

- Forecasted demand for **FMCG and Consumer Finance products** using a **fixed effects panel regression** model.
- Optimized sales forecasting using MAPE-based model selection in R, contributing to a **5% reduction in inventory planning error**.
- **Enhanced forecasting predictive accuracy by 10%** through cross-functional collaboration and implementation of advanced forecasting models

Data Analyst at Galytix

(July'23 to May'24)

- Led data transformation efforts on a B2B platform that converted unstructured financial data into structured insights, while also driving **user acceptance testing** to ensure product readiness and accuracy
- Provided **actionable recommendations** that improved product alignment with business needs by 15%.

Intern at ISB

(July'22 to Aug'22)

- Wrangled, cleaned, and extracted insights from government data using **MS Excel and R**.
- Enhanced **understanding of policy impacts**, which influenced key policy decisions.

PROJECTS

- **Business Analysis** – Studied consumer behaviour to help **optimize marketing expenses** for a service-based platform and created innovative **business measurement metrics**. ([Link](#))
- **Product Analysis** – Conducted **data exploration** around **Acquisition, Activity, and Retention**, three key lifecycle stages of a product. ([Link](#))
- **Credit Card Fraud Detection** – Developed a **predictive model** to detect fraudulent credit card transactions, preventing customers from being charged for unapproved purchases. ([Link](#))
- **Optimizing Online Retail Sports Revenue** – Analysed product data for an online retail sports company using advanced **SQL** techniques such **aggregation, common table expressions** to provide recommendations for **maximizing revenue**. ([Link](#))

CERTIFICATIONS AND COURSES

- Macroeconomics, Microeconomics, Statistics, Econometrics, Time Series Analysis, International Finance, Excel Skills for Business (Coursera), Advanced SQL for data analysis (Udemy).

SKILLS

- **Tools** – R, SQL, MS Excel, Python, Power BI, Git, Azure, Mixpanel, Google Analytics
- **Skills** – Data Analytics, Machine Learning, Market Research, Data Modelling, A/B testing, Time Series Analysis

EDUCATION

Shiv Nadar University

(2021-2023)

MSc Economics

Cgpa – 7/10

Calcutta University

(2018-2021)

BSc Economics

Cgpa – 7.5/10