Shadab Akram

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PROFESSIONAL SUMMARY

Data analyst with hands on experience in SQL, Python, Power BI, and Excel. Skilled in transforming raw data into actionable reports. Strong ability to connect business needs with analytical solutions to support data driven decision making.

EDUCATION

Bachelor of Technology (Electronics and Communication Engineering) 2016 - 2020
Academy of Technology Grade: 7.37/10.0

Intermediate (Class XII) 2014 - 2015
Md Jan High School Grade: 64.0%

Matriculation (Class X) 2012 - 2013
Howrah Hat High School Grade: 55.0%

EXPERIENCE

Instrumentation and Automation Engineer December 2021 - Present
Inline Engineering and Marketing Services *Kolkata*

- 4 years of experience in Instrumentation
  Automation Engineering with hands-on work in PLC, HMI, and SCADA systems.
- Developed and optimized 50+ control logics and automated process sequences for improved operational efficiency.
- Handled, maintained, and troubleshooted 100+ field instruments including sensors, transmitters, and control devices.
- Designed and configured 30+ user-friendly HMI screens to enhance operator visibility and plant monitoring.
- Executed 10+ end-to-end automation projects covering design, wiring, IO mapping, system integration, and commissioning.
- Improved plant performance and reduced downtime by up to 20% through effective automation and control strategies.

PROJECTS

Netflix Data Analysis (Github) (Demo) June 2025
Skill: *SQL*

- This project analyzes Netflix Movies and TV Shows using SQL to extract key insights about content distribution, ratings, genres, countries, and release patterns.
- It solves 15 business problems, including identifying the most common ratings, longest movies, top countries by content, and content release in recent years.
- This project use SQL functions like UNNEST, String to Array, Window Functions, Date Conversions, and Conditional Categorizations to handle complex data fields. It also explores patterns such as Indian creators, actors with highest appearances, and categorizations of content based on keywords.
- Overall, the project demonstrates strong data cleaning, querying, and analytical skills using SQL to derive actionable insights from a real world dataset.

Pizza Sales Excel Dashboard (Github) (Demo) November 2024
Skill: *Microsoft Excel*

- Designed an interactive dashboard to analyze sales, orders, revenue, and customer buying patterns for a pizza restaurant.
- Identified trends using daily and hourly order analysis, revealing peak days and busiest time slots.
- Analyzed pizza performance by category, size, and individual items to understand contribution to sales.
- Highlighted best-selling and worst-selling pizzas to support menu decisions and inventory planning.
- Included dynamic filters (date, month) to allow users to explore insights across selected time periods.

Credit Card Financial Report - Power BI (Github) (Demo) November 2024
Skill: *Power BI*

- Analyzed credit card customer demographics, spending behaviors, and transaction pattern to understand customer segmentation and profitability.
- Examined transaction trends, including monthly spending, transactions count, card category usage, and payment behavior across different customer groups.

- Performed spend analysis by card category (Blue, Silver, Gold, Platinum) and spending types like travel, shopping, groceries, and entertainment.
- Mapped customer behavior with transaction history to identify high spending clusters, churn prone customers, and seasonal spending spikes.
- Delivered insights to help the bank improve marketing strategies, credit card product offerings, and customer retentions.

Adult Demographics (Github) (Demo) October 2024

Skill: *EDA - Feature Engineering*

- It contains 48,842 rows and 15 columns, exploring variables like age, education, occupation, gender, and income to understand demographic patterns.
- Missing values represented by '?' were replaced with NaN, and all rows containing missing values were dropped. Duplicate entries were removed to improve dataset quality and reliability.
- The project analyzed age distribution, workclass distribution, and education levels using histograms and summary statistics to understand the demographic spread of individuals.
- Income labels (0K) were encoded into numeric values (0 and 1). Relationships between workclass vs. salary and gender vs. salary were evaluated to identify earning patterns with the help of data formatting and visualization enhancements.

Trend of Avocado (Github) (Demo) August 2024

Skill: *EDA*

- Cleaned and prepared the dataset by handling missing values, formatting dates, and converting data types.
- Conducted univariate, bivariate, and time-series analysis to understand seasonal price patterns and sales behavior.
- Analyzed regional and type-wise performance to compare demand across markets and between organic vs conventional avocados.
- Created impactful visualizations using Matplotlib and Seaborn to communicate key insights clearly.
- Provided data-driven insights that can help optimize pricing strategies, regional supply planning, and sales forecasting.

Imdb Movie Analysis - SQL (Github) (Demo) August 2023

Skill: *SQL*

- This project uses SQL to analyse the IMDb movie database and help Bolly Movies make data-driven decisions for their 2022 global film release.
- It includes complete database exploration, movie release trends, production patterns, genre popularity, and ratings behaviour.
- The analysis identifies top genres, hit movies, leading directors, actors, and high-performing production houses using advanced SQL techniques.
- It also covers deeper insights like running totals, moving averages, multilingual movie performance, and top-grossing films by year.
- Finally, the project provides strategic recommendations on what type of content Bolly Movies should focus on producing to achieve global success.

CERTIFICATIONS

Microsoft Power BI Desktop for Business Intelligence Udemy (Link) February 2024

Skill: *Microsoft Power BI*

- Completed a practical Power BI certification involving hands-on projects, real datasets, and real-world business scenarios.
- Gained experience in building interactive dashboards, performing data cleaning, modeling, DAX calculations, and designing impactful visual reports.
- Developed strong skills in data storytelling and business analysis, using Power BI to convert complex data into clear insights for decision-making.

Professional Certification in Data Science Newton School (Link) December 2022

Skill: *Python, SQL, Power BI, EDA, Microsoft Excel, Machine Learning*

- Built strong foundations in Python, SQL, Excel, and Power BI with practical exposure to exploratory data analysis and real-world datasets.
- Worked on multiple hands-on projects and real-world case studies, strengthening data cleaning, visualization, and analytical problem-solving abilities.
- Improved ability to translate business problems into data-driven solutions, with strong exposure to real-industry datasets.
- Developed proficiency in performing exploratory data analysis (EDA), writing optimized SQL queries, and automating tasks using Python.

SKILLS

Computer Languages: Python, SQL
Data Tools: Power BI
Software Packages: Pandas, Matplotlib, Excel, MySQL
Soft Skills: Leadership, Time management, Decision-making, Teamwork, Communication Skills