

ARMAN HAIDER

DATA ANALYST

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PROFESSIONAL SUMMARY

B.Tech Computer Science graduate with 3+ years of professional experience at Amazon as an ML Data Associate, with hands-on experience in data analysis and business intelligence. Skilled in SQL, PostgreSQL, Python, Pandas, Power BI, DAX and Excel, with practical experience in data cleaning, exploratory data analysis, KPI analysis and dashboard development. Built end-to-end analytics projects in customer churn, e-commerce operations and performance analytics. Demonstrated Ownership and Bias for Action by stepping up to lead the team during manager's emergency medical leave while maintaining own productivity targets.

TECHNICAL SKILLS

SQL & Databases: SQL, PostgreSQL, MySQL, Joins, CTEs, Window Functions, Subqueries

Programming & Analytics: Python, Pandas, NumPy, EDA, Statistical Analysis, Data Cleaning, Data Validation

BI & Visualization: Power BI, DAX, Power Query, Data Visualization, Dashboard Development, KPI Analysis

Other: Microsoft Excel, Business Intelligence, Operational Analytics, Root Cause Analysis

PROFESSIONAL EXPERIENCE

Amazon | ML Data Associate | Sep 2023 – Present | Remote

- Analyze and validate high-volume datasets (Video & Image) to identify data quality issues, inconsistencies and discrepancies while following defined quality standards.
- Perform data reviews and quality checks to ensure accurate and consistent outputs across data-intensive workflows.
- Monitor operational metrics and productivity indicators to identify performance gaps, recurring issues and opportunities for process improvement.
- Investigate data and process discrepancies, perform root cause analysis and collaborate with team members to resolve issues within defined timelines.
- Acting Team Lead – Feb 2025 (1.5 Months) – Emergency Coverage: Stepped up to lead the entire team during manager's emergency medical leave with short notice, owned daily operations and task allocation, conducted daily team huddles, checked errors for all team members, and conducted one-on-one sessions with associates whose performance was down to create improvement plans, ensuring zero SLA miss and maintaining team productivity under ambiguous situation.
- Team Operations Support: Along with own production targets, consistently support Ops Manager in daily team operations, handle day-to-day blockers and Chime escalations, review team errors and conduct one-on-one discussions for performance improvement.

PROJECTS

Customer Churn & Retention Analysis | PostgreSQL, SQL, Python, Pandas, Power BI, DAX

- Analyzed 7,043 customer records to identify churn drivers, customer segments and high-risk groups.
- Cleaned and explored customer data using Python/Pandas and analyzed churn patterns across contract, tenure, internet service and payment method using SQL.
- Built Power BI dashboards and DAX measures to visualize churn rate, retention, customer segments and key business metrics.

Olist E-Commerce Sales & Operations Analysis | PostgreSQL, SQL, Power BI, DAX

- Analyzed approximately 99K Brazilian e-commerce orders across customers, products, payments and delivery operations.
- Used SQL and Power BI to evaluate sales, customer behavior, product performance, fulfillment and delivery KPIs.
- Built interactive dashboards covering Overview, Sales, Orders & Customers, and Delivery & Operations.

YouTube Analytics Dashboard | Power BI, Data Visualization

- Built an interactive Power BI dashboard to analyze video views, content types, upload trends and top-performing videos.
- Developed KPI-driven visualizations to compare video performance and identify content performance patterns.

EDUCATION

B.Tech – Computer Science Engineering | Dr. A.P.J. Abdul Kalam Technical University (AKTU), Lucknow | 2019 – 2023