

AYESHA ZUBAIR

Jeddah, Saudi Arabia

[Email](#) | [LinkedIn](#) | [Portfolio](#)

PROFILE SUMMARY

Data Analyst with a background in Economics, specializing in business performance and operational analytics. Experienced in using SQL, Tableau, and Excel to transform large transactional data into actionable insights that support business decision-making. Emphasizes data quality, modeling, and clear reporting to ensure analysis is built on reliable foundations.

PROJECTS

Retail Shrinkage & Inventory Optimization — Bibitor LLC

[Portfolio](#)

Analyzed 15M+ records across 80 retail stores to quantify shrinkage exposure and inventory inefficiency. Identified \$199K in annual shrinkage — 65% concentrated in four stores — and \$28M in capital locked in slow-moving inventory. Traced root causes to vendor fulfillment inaccuracies and operational process gaps driving stock imbalances across the network. Delivered store-level risk segmentation, vendor variance analysis, and prioritized action recommendations through an end-to-end SQL pipeline and Tableau dashboard.

Revenue Risk & Customer Dependency Analysis — Contoso

[Portfolio](#)

Analyzed multi-country retail transaction data to assess revenue concentration and quantify churn exposure among high-value customers. Found that 43.5% of revenue flows from just 20% of customers — with \$78.7M tied to a declining segment still within retention reach. Identified the online channel as the single highest-risk touchpoint at \$27.1M. Delivered customer segmentation, store-level risk ranking, and retention prioritization through a layered SQL architecture and Tableau dashboard.

Business Performance, Margin & Growth Analysis — Philea

[Portfolio](#)

Analyzed retail performance across 35 stores in 7 countries to evaluate profitability, margin pressure, and growth opportunities. Identified \$78M in revenue lost to discounting and margin erosion concentrated in specific product categories, while uncovering a \$3M profit improvement opportunity across underperforming stores. Highlighted Children's as the fastest-growing category and revealed significant geographic differences in margin performance. Delivered executive dashboards, store-level benchmarking, and profitability insights through PostgreSQL and Tableau.

TECHNICAL SKILLS

SQL (PostgreSQL) • Tableau • Microsoft Excel • Data Modeling • Data Cleaning & Validation • Statistical Analysis

EDUCATION

Bachelor of Science in Economics | Virtual University of Pakistan | 2026

CERTIFICATIONS

Google Data Analytics Professional Certificate | Coursera