

AYESHA ZUBAIR | Data Analyst

Jeddah, Saudi Arabia

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SUMMARY

Data Analyst with a background in Economics, specializing in business performance and operational analytics. Built end-to-end analytical projects using PostgreSQL, Tableau, and Excel to transform large transactional datasets into decision-focused business recommendations.

PROJECTS

Retail Shrinkage & Inventory Optimization — Bibitor LLC

[Portfolio](#)

- Identified \$199K in annual shrinkage and \$28M in excess inventory across 80 stores through analysis of 15M+ transactions.
- Pinpointed 65% of total shrinkage concentrated in 4 stores and traced inventory imbalances to vendor fulfillment inaccuracies, delivering store-level risk segmentation and prioritized recommendations over company-wide controls.
- Built an end-to-end PostgreSQL pipeline (Raw → Clean → Gold, star schema) using materialized views to significantly reduce query time for core aggregation metrics, enabling faster iteration during analysis.

Revenue Risk & Customer Dependency Analysis — Contoso

[Portfolio](#)

- Quantified \$78.7M in revenue and \$44.2M in profit at risk by analyzing multi-country transaction data, revealing 43.5% revenue dependency on the top 20% of customers.
- Identified 1,421 declining high-value customers as the largest recoverable opportunity, isolating the Online channel (\$27.1M exposure) and 18 high-risk stores for targeted retention.
- Designed a customer summary materialized view and percentile-based segmentation logic to identify high-value and at-risk customers, structured for reuse across recurring analysis.

Business Performance, Margin & Growth Analysis — Philea

[Portfolio](#)

- Analyzed business performance across 35 stores in 7 countries, identifying \$78M in revenue lost to discounting and \$3M in profit improvement opportunities concentrated in underperforming markets.
 - Uncovered Children's as the fastest-growing category (15% YoY) while margin differences across countries revealed clear targets for profitability improvement, notably in the UK.
 - Delivered three interconnected Tableau dashboards (profitability, margin, growth) on a Raw → Clean data model with currency normalization and transaction deduplication.
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TECHNICAL SKILLS | PostgreSQL • Tableau • Microsoft Excel • Git • GitHub

Core Skills: Data Modeling • Data Cleaning & Validation • EDA • Statistical Analysis

EDUCATION | Bachelor of Science in Economics | Virtual University of Pakistan | Mar'2026

CERTIFICATIONS | Google Data Analytics Professional Certificate | Coursera