



Alishma

Technology Pioneer – Data & Business Analytics

Interests: Food, Travel, Fashion

Data-driven analyst with experience in creating value through business-driven insights and actionable recommendations. Her enthusiasm for the data analytics field and her Master's in Management and Analytics help her to pursue her goals of using data to drive informed decisions, improve customer experiences, and make a positive impact with data.

In hopes of refining her current Data and Analytical abilities, whilst also bridging the gap between theory and practice, she joined the Pioneer Programme. Engrossed by how far the digital age has progressed, she has high aspirations to leave her mark in this industry.

Work Experience / Personal Projects

Nimrah Pharmaceuticals | Data Analyst | 2020-2022

Streamlined ad hoc data request processes and created impactful Power BI dashboards, enhancing reporting efficiency. Led cross-functional teams to faster project completions, boosting operational efficiency, while providing actionable insights through SQL, Power BI, segmentation and advanced analyses to drive data-driven decision-making and business growth.

Tik Tok short form video content and its impact on customer purchase intention | Dissertation Project | 2023

In this project, she investigated the influence of TikTok short-form video content on customer purchase intention through surveys and Questionnaires with TikTok users. She analysed the impact of content types, influencers, and user engagement on buying decisions. The findings provided insights into how brands can leverage TikTok to drive customer purchasing behaviour.

Education

University of Essex | 2022 - 2023

Msc Management and Analytics

COMSATS University | 2015-2019

BS in Accounting and Finance

Albany Beck Training

Programme Overview

SDLC, Cloud Computing – AWS Fundamentals, Linux Essentials, Git Basics, JIRA, Confluence. Business Analysis Practice, Requirements Engineering, Modelling Business Processes. Core Data Concepts, SQL, SQL Vs NoSQL, Normalisation, Data Modelling, OLTP & OLAP, Data Warehouse. Statistics, Visualisation, What If Analysis. Power BI, Visualisations, Data Sources, Worksheets, Calculations, Sorting, Filtering, Charts, Dashboards, Formatting, Forecasting, Trend Lines. Variables, Operators, Control Statements, Arrays & Functions, Packing & Unpacking, Slicing, Object Oriented Programming Concepts, Exception, Logging, Debugging, File Handling, NumPy and Pandas.