

Zeeshan Akram

Data Analyst, Ecommerce Profitability & Analytics

zeeshanakram1704@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)
Remote, Pakistan | Available for UK / US business hours

PROFILE

Data analyst focused on ecommerce and D2C profitability: finding where margin is quietly lost across SKUs, pricing, shipping, and customer segments. Builds full SQL-to-dashboard pipelines using Python, Power BI, and Advanced Excel, and turns findings into clear, dollar-quantified recommendations founders can act on directly.

SKILLS

Analysis & Data: SQL (PostgreSQL, MySQL) · Python (Pandas, NumPy) · Advanced Excel · Power Query
Reporting & BI: Power BI · DAX · Power Pivot · Tableau · Dashboard Design
Focus Areas: Profitability Audits · Pricing & Discount Analysis · RFM & CLV Segmentation · Retention & Logistics Diagnostics

EXPERIENCE

Data Science & Analytics Intern 2025
DevelopersHub Corporation, Remote, Pakistan

- Built an executive sales dashboard in Power BI that surfaced revenue growth masking margin loss from discounting.
- Automated Python data-cleaning pipelines, improving processing efficiency by **30%**.

FEATURED ANALYTICS PROJECTS

The Profit Leak Diagnostic 2026
SQL · Python · Power BI, full profitability & risk audit [Explore Project](#)

- Audited a **\$35.2M** catalog across **180,519** orders; found just **8 products** generated **84.5%** of total profit.
- Identified **28 zombie SKUs** consuming major operational resources for **2.2%** of revenue, and a shipping method failing **100%** of deliveries on time.

Retail Discount Profitability Audit 2026
SQL · Python · Power BI, pricing & margin audit [Explore Project](#)

- Analyzed **224K** order lines; found **61.1%** of transactions occurred at a discount, an embedded pricing floor rather than a promotion.
- Quantified a **\$97** profit loss per discounted line, with the heaviest-discounting customers showing the lowest margin and engagement.

UK Retail CLV & RFM Segmentation 2026
Advanced Excel · Power Query · Power Pivot · DAX [Explore Project](#)

- Modeled **£17M+** in revenue; found a **40×** lifetime-value gap between Champion and At-Risk customers.
- Quantified **£390K+** in incremental revenue from upgrading 5% of the Potential Loyalist segment.

Olist Ecommerce Operations & Retention Analysis 2025-26
Python · Advanced SQL · Data Quality [Explore Project](#)

- Processed **113,000+** orders across 9 relational tables; cut memory usage **60%** via type optimization.
- Isolated delivery speed as the primary driver behind a **96.9%** single-purchase churn rate.

EDUCATION & CERTIFICATIONS

BS Software Engineering 2024 - Present
Virtual University of Pakistan · CGPA 3.68/4.0 · Focus: Databases, Data Structures, Business Intelligence

Certifications: IBM SQL for Data Science · IBM Data Analysis with Python · IBM Data Visualization with Python · Google Python Crash Course