

# Muhammad Sarram *Data Analyst*

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📍 Chowk Azam, Pakistan

🔗 sarram-ali.github.io

## Summary

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Data Analyst skilled in Python, Pandas, and exploratory data analysis (EDA), with hands-on experience in analyzing real-world datasets. Proven ability to clean, process, and visualize data to uncover insights related to sales performance, customer behavior, and business trends. Passionate about transforming complex data into actionable insights to support better decision-making.

## Projects

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02/2026 – 03/2026

### E-Commerce Sales Analysis (Superstore Dataset) [🔗](#)

- Analyzed sales, profit, and customer data to identify business performance trends
- Evaluated the impact of discounts on profitability and identified key risk areas
- Discovered high-performing categories, regions, and customer segments
- Created interactive visualizations to present insights and support decision-making
- Provided actionable recommendations to reduce cancellations and improve revenue performance

03/2026 – 03/2026

### Hotel Booking Analysis (Cancellation & Revenue Insights) [🔗](#)

- Performed data cleaning and preprocessing on large booking dataset (handled missing values & duplicates)
- Analyzed cancellation rates, customer behavior, and booking patterns
- Identified key drivers of cancellations such as lead time, deposit type, and customer type
- Built visualizations to highlight seasonal trends, revenue patterns, and business opportunities

## Education

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06/2023 – 05/2025

### Intermediate (FSc Pre-Medical)

Chowk Azam, Pakistan

Government Graduate College Chowk Azam [🔗](#)

08/2025 – Present

### BS Data Science

Layyah, Pakistan

Univeristy Of Layyah [🔗](#)

## Skills

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### Programming

Python, C++

### Data Analysis Libraries

Pandas, Numpy

### Data Visualization

Matplotlib, Seaborn, Plotly

### Tools & Software

Excel, VS Code, Jupyter Notebook

### Report Writing

Microsoft Word, Google Docs

### Data Analysis & Techniques

Data Cleaning, Data Preprocessing

## Languages

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• English

• Urdu

## Certificates

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• Python for Data Science & Machine Learning [🔗](#)