

# Fatima Suh

## Data Analyst

San Francisco · California · US

fatima.suh@email.com | +1 (415) 555-8273 | <https://linkedin.com/in/fatimasuh>

## Summary

Results-driven Data Analyst with 18 years of experience translating complex retail data into clear, actionable insights. Recognized expert in advanced Microsoft Excel (PivotTables, Power Query, Power Pivot, VBA, XLOOKUP), Power BI, Tableau, and SQL. Proven track record of automating reporting processes, building executive-level dashboards, and leading cross-functional analytics projects that drive cost savings, revenue growth, and operational efficiency. Strong project management skills, acute attention to detail, and a passion for mentoring junior analysts.

## Experience

### OpTech

Lead Business Analyst | 01 Jul 2022 – Present

Full-time, Remote-flex

- Own end-to-end reporting lifecycle for Retail Operations, designing 12+ interactive Power BI dashboards consumed by VP-level executives.
- Automated monthly sales performance reports using Excel Power Query and VBA, cutting delivery time from 10 days to 2 days and saving ~200 hours annually.
- Lead a cross-functional project team (4 analysts, 2 engineers) to develop a pricing optimization tool that identified \$1.2 M in annual cost avoidance.
- Serve as subject matter expert for the Retail Data Domain, providing guidance on data standards, validation procedures, and metric definitions.
- Conduct quarterly training workshops (20-30 participants) on advanced Excel techniques and data visualization best practices.

### DataMetrics Solutions

Data Analytics Consultant | 01 Mar 2019 – 01 Jun 2022

Contract (3 years)

- Delivered bespoke analytics solutions for Fortune 500 retail clients, including KPI dashboards, sales trend analyses, and inventory turnover models.
- Implemented a data normalization framework that increased report accuracy to 98 % and reduced data reconciliation errors by 85 %.
- Managed simultaneous projects for three major retailers, ensuring on-time delivery while maintaining 95 % client satisfaction scores.
- Authored a best practice guide on “Excel-Driven Automation for Retail Reporting,” adopted by the firm’s consulting practice.

### RetailCo (Global Retailer)

Senior Analyst, Retail Reporting | 01 Jul 2016 – 01 Feb 2019

Full-time

- Supervised a team of 5 junior analysts; established SOPs for weekly sales, inventory, and markdown reporting.
- Designed a company-wide sales performance dashboard (Power BI) that surfaced actionable insights, contributing to a 4 % YoY sales lift across 200 stores.
- Pioneered the use of XLOOKUP and dynamic arrays to streamline SKU-level profitability calculations, reducing manual effort by 30 %.
- Recognized as Top Analyst FY 2018 for outstanding analytical contributions and stakeholder collaboration.

### RetailCo (Global Retailer)

Data Analyst | 01 Jun 2013 – 01 Jun 2016

Full-time

- Produced daily, weekly, and monthly reports using advanced Excel (pivot tables, Power Query) and SQL queries, supporting regional merchandising teams.
- Automated a recurring “Inventory Aging” report, cutting processing time from 5 hours to 45 minutes per cycle.
- Developed ad-hoc analytical models to assess promotion effectiveness, influencing merchandising strategy for high-margin categories.

## **RetailCo (Global Retailer)**

Junior Data Analyst | 01 Jul 2010 – 01 May 2013

Full-time

- Assisted senior analysts in data extraction, cleansing, and validation for store-level performance metrics.
- Created VBA macros to consolidate multi-store sales files, improving data consistency across the organization.
- Contributed to the rollout of the first corporate Power BI pilot, testing visualizations and gathering user feedback.

## **Education & Training**

### **MBA, Business Analytics**

UCLA Anderson School of Management

01 Jan 2014 – 31 Dec 2016

### **B.S., Business Administration, Finance**

University of California, Berkeley

01 Jan 2006 – 31 Dec 2010

## **Skills**

Data & Analytics, Reporting & Visualization, Project & People Management, Business & Retail Expertise, Soft Skills, Tools & Platforms

## **Languages**

### **English | – Present**

Native speaker

### **Arabic | – Present**

Fluent

### **Mandarin | – Present**

Conversational

## **Certifications & Credentials**

### **Microsoft Office Specialist – Excel Expert (MOS Excel 2019) | 2020-01-01**

Microsoft

### **Certified Business Analysis Professional (CBAP) | 2021-01-01**

IIBA

### **Tableau Desktop Specialist | 2022-01-01**

Tableau Software

## **Awards**

### **Top Analyst FY 2018 | 2018-12-01**

RetailCo

Awarded for outstanding analytical contributions and stakeholder collaboration.

## **Projects**

### **Retail Forecasting Model | – Present**

Built a Python■based demand■forecasting tool using ARIMA and Prophet, achieving a mean absolute percentage error (MAPE) of 5.3 % across 30 product categories.

### **Executive Presentation Suite | – Present**

Developed a library of reusable PowerPoint templates with embedded live Excel data links, reducing slide■deck preparation time by 40 %.

## **Interests**

### **Personal Interests | – Present**

- Trail hiking
- Street photography
- Contemporary fiction
- Mindfulness meditation

## **References**

**Available upon request**