

Moiz Essaji

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PROFESSIONAL SUMMARY

Analytical professional with 4+ years of experience building production-grade Power BI dashboards, SQL/dbt data models, and analytics pipelines. Expert at understanding complex business requirements to deliver automated dashboards that drive departmental efficiency, supporting growth, and leadership teams across global marketplaces.

SKILLS & TECHNOLOGIES

- Business Intelligence:** Power BI (DAX, Power Query, data modeling, RLS, performance optimization), Tableau (LOD, Dimension and Measures, Bins), Google Data Studio (Looker Studio)
- Data Analysis:** Advanced SQL (Window Functions, CTEs, Stored Procedures), Python (Pandas, NumPy, Matplotlib), dbt (Data Build Tool, Incremental modelling)
- Tools:** Excel (VBA, automation, pivot tables, advanced formulas), Google Sheets (Apps script, Macros)
- Ways of Working:** Data Storytelling; PowerPoint, Agile Methodologies, Stakeholder management

WORK EXPERIENCE

Saras Analytics

Growth Analyst

July 2024 – Present

Hyderabad

- Developed end-to-end BI reporting solutions using SQL, dbt (Data Build Tool) and Power BI for Amazon e-commerce clients, enabling operations and growth teams across multiple marketplaces (USA, UK, EU, India).
- Developed Amazon FBA inventory performance tracking dashboards to support shipping-speed and replenishment decisions, driving an 18% reduction in storage costs through operational optimization.
- Quantified inventory exposure and risk by implementing days-of-cover and weeks-of-supply metrics, enabling ops teams to prioritize actions through conditional formatting and gradient-based visuals in Power BI.
- Designed automated search-term and keyword performance dashboards on excel to guide targeting and negative keyword decisions, reducing ACOS by 7 percentage points.
- Developed and maintained strong stakeholder relationships, understanding their unique business needs and delivering customized solutions, ensuring an 85% on-time sprint completion rate in agile environment

Saras Analytics

Business Analyst

September 2021 – June 2024

Hyderabad

- Automated dashboards and reports using SQL and Power BI, delivering real-time data insights and eliminating manual report-building tasks saving 320 hours of manual labor per month.
- Designed a schema-drift detection framework for Google Sheets sources, using Apps Script, identifying structural changes (header shifts, tab deletions) before they impacted downstream BI reports.
- Developed and optimized datasets in DBT to support advanced machine learning algorithms, leading to a 25% reduction in data-related delays, ensuring data quality and consistency for predictive analytics and model training and reducing data errors by 20%.
- Built SQL-driven churn analysis dashboards to identify high-value lapsed customers, enabling targeted retargeting decisions that recovered 11% of lost customers for a D2C nutrition brand.

CERTIFICATIONS

Google Analytics Certification, Microsoft Certified: Fabric Analytics Engineer Associate, Elements of AI, Complete Linear Regression Analysis in Python

EDUCATION

B.Tech, Government College of Engineering, Amravati

Oct 2020