

Mary (Maryam) Arshad

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[LinkedIn](#) | [Project Portfolio](#) | [CDR Assessment](#) | [Website](#)

Profile Summary

Data Analyst with a strong foundation in SQL, Python, and data visualization, specializing in transforming complex datasets into actionable business insights. Experienced in building dashboards, forecasting trends, and optimizing processes through data-driven decision-making. Proven ability to support operational and strategic initiatives using analytics, with a focus on improving performance, efficiency, and customer-centric outcomes.

- Data Modeling & Integration
- ETL Processes & Pipelines
- Dashboard Design & Analytics
- Artificial Intelligence & Machine Learning
- Forecasting & Predictive Analytics
- Operational Analytics
- Data Transformation
- Python, R & SQL Analytics
- AI-Driven Process Optimization

EDUCATION

Oklahoma City University MS Data Analytics	Mar. 2026
Institute of Business Management MBA, Marketing	Dec. 2023
Dawood University of Engineering & Technology B.E., Computer Science Engineering	Mar. 2018

Relevant Coursework:

- Data Visualization:** Designed real-time reporting dashboards using Power BI and Tableau, integrating Snowflake and AWS data. Delivered actionable insights into business performance through interactive visual tools.
- Big Data Engineering:** Applied data cleaning and pre-processing techniques to integrate business datasets into cloud platforms like AWS and Snowflake, facilitating large-scale analytics and advanced reporting.
- Database Management:** Developed SQL-based databases to organize complex datasets, such as fitness center operations, enabling efficient management of member profiles, trainer details, and performance tracking.

Key Projects:

- Time Series Forecasting & Predictive Analytics:** Developed forecasting models to predict weekly listing counts in Boston using statistical and ML approaches (ETS, ARIMA, SARIMA, and NNETAR). Performed decomposition, log transformation, and residual diagnostics to evaluate model performance, identifying SARIMA as the most reliable model.
- Big Data Analytics & Cloud Integration:** Spearheaded a big data solution by integrating enterprise datasets into AWS and Snowflake. Developed ETL processes and created reporting pipelines using interactive dashboards in Power BI, enabling real-time cloud activity and business KPIs monitoring.
- SQL Database Development & Reporting:** Designed and deployed a relational SQL database for a fitness center, covering members, trainers, job profiles, and membership management. Wrote optimized SQL queries to support reporting needs and developed an interactive dashboard, improving data accessibility and operational decision-making.
- Credit Risk & Consumer Data Analysis:** Analyzed consumer and loan-level datasets to evaluate repayment trends and identify default risk indicators. Explored borrower behavior and performance segmentation using Python and SQL to uncover key risk drivers. Developed analytical frameworks to assess credit risk patterns and overall portfolio performance, supporting data-driven insights.

PROFESSIONAL EXPERIENCE

AI & Data Analytics Intern (Project Finance) | Kelvolta Oct. 2025 – Dec. 2025

Led the development of an end-to-end project finance modeling framework to evaluate infrastructure investments. Translated complex operational and performance assumptions into structured, investment-grade financial analysis to support data-driven decision-making.

- ✓ Built a fully auditable financial model to evaluate infrastructure investments, including cash-flow waterfalls, IRR, DSCR, and NPV, aligning with institutional-grade investment analysis.
- ✓ Conducted scenario and sensitivity analysis to assess risk exposure under varying economic and financing conditions.
- ✓ Analyzed project performance drivers and revenue assumptions, translating operational inputs into structured financial outputs.
- ✓ Designed dashboards to communicate investment insights and risk metrics to stakeholders.
- ✓ Applied data-driven techniques to improve modeling accuracy and decision-making efficiency.

Graduate Coordinator | OKCU**Jan. 2025 – May 2025**

Expanded role beyond support operations, partnering with the VP of DEI to lead major data and reporting projects, including social media optimization, student service logistics, and equity-focused initiatives.

- ✓ Spearheaded an Excel database enabling formula-driven monitoring of pantry inventory, guests, donations, and volunteer activity. Streamlined reporting process workload by 32% through automation solutions, and improved accessibility for volunteers. Built Tableau and Looker Studio dashboards to enable data-driven resource allocation and community planning at no additional cost
- ✓ Developed and launched a data-driven social media marketing campaign on Instagram, leveraging analytics to optimize content performance and increase engagement results.

Manager, Business Operations | Genwise Inc. | Texas (Remote)**Apr. 2023 – Jul. 2024**

Led backend developers on operational enhancement automation projects for small businesses. Collaborated with clients to evaluate processes and systems and designing, testing, and deploying tech-stack upgrades ranging from no-code to high-code, and ensured seamless integration and scalability. Served as Project Manager for technology transformations, managing planning, scheduling, resource allocation, progress monitoring, and documentation to ensure successful implementation.

- ✓ Led change management initiatives and efficiency assessments across 12+ organizations. Onboarded and trained 50+ staff on new systems, achieving 90%+ adoption within the first tax season, and identifying process bottlenecks and implementing automation, integrations, and system upgrades that improved workflow efficiency by 30–49%.

PROFESSIONAL DEVELOPMENT**Leadership Expedition | Markhor****2023**

- ✓ Gained extensive leadership experience in this wilderness-based Youth Leadership Conference and professional development program. Lauded for critical approach to challenges, problem-solving in fast-paced environment.

PMP (Project Management Professional) | NAVTTC Pakistan**2020****ERP (Enterprise Resource Planning) | Institute of Business Administration****2019****TECHNICAL SKILLS**

- **Financial & Quantitative Analysis:** Financial Modeling (Cash Flows | IRR | NPV | DSCR) | Scenario & Sensitivity Analysis | Risk Analysis | Market Trend Analysis
- **Programming & Data Analysis:** Python | SQL | R | Pandas | NumPy | ETL Pipelines | Data Processing
- **Forecasting & Statistical Modeling:** ARIMA | SARIMA | ETS | Time Series Analysis | Predictive Modeling | Anomaly Detection
- **Business Intelligence & Data Visualization:** Tableau | Power BI | Looker Studio | Oracle BI | Google Analytics | Excel (Advanced)
- **Data, Cloud & Systems:** SQLite | Snowflake | Google Cloud | Azure | AWS
- **Project, Workflow & Collaboration:** Jira | Trello | Asana | MS Projects | AI Workflow Optimization