

SHAHARIAR SHADAB

Data Analyst | Excel, SQL, Power BI, Tableau

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SUMMARY

Data Analyst with 5+ years of experience turning complex data into actionable insights for leadership and clients across public health, agency client insights, and B2B operations. Automated Excel dashboards for 700+ schools, validated a Python-based prioritization model, and contributed to 35% traffic growth through market analysis, using SQL, Power BI, Tableau, VBA, and PowerPoint.

EXPERIENCE

NYC Department of Health (DOHMH) – Data Analyst, Bureau of School Health – New York, NY

Apr 2025 – Present

- Partnered with a colleague on a School Risk Prioritization Model ranking 700+ NYC public schools across 6 weighted indicators, building a parallel Python analysis to validate results, quality-checking the final list, and presenting findings to management
- Built an Excel VBA macro that compiles student health data (asthma rates, screening results) into formatted dashboards for 700+ NYC public schools, replacing a manual process with automated data automation.
- Automated dashboard exports as PDFs into district-organized SharePoint folders, giving School Medical Directors direct access to their schools' data ahead of site visits and improving report turnaround time by 80%.
- Designed a Power Query data pipeline that consolidates inputs from 10+ staff into one dataset, preventing overwrite conflicts and preserving source file integrity.

Apple – Product Specialist (Part-Time) – New York, NY

Oct 2023 – Nov 2025

- Analyzed customer purchasing patterns to recommend tailored hardware, software, and service bundles, averaging \$250K in quarterly sales.
- Leveraged Apple's internal customer profile system (device history, carrier, service plan data) to tailor recommendations and follow-up, contributing to a 20% increase in repeat business and 95+ NPS scores per quarter.
- Built relationships with local business owners through in-store product demonstrations, connecting 50+ prospects per quarter with Apple's Business Team and contributing to a 20% boost in B2B conversion rate and \$150K in additional revenue.

Serino Coyne by Omnicom – Analyst, Client Insights – New York, NY

Mar 2022 – Apr 2023

- Conducted market trend research and competitor analysis to inform a new holiday-season pricing and promotional strategy, driving a 35% increase in website traffic and a 25% higher conversion rate.
- Analyzed 1,000+ consumer demographic and financial data points in Excel (SUMIFS, VLOOKUP, PivotTables) to inform pricing adjustments, driving a 20% increase in ticket sales.
- Automated recurring report generation using SQL and Excel, accelerating data analysis turnaround by 20% to support timely stakeholder decision-making.

COOP Careers – Data Analytics Instructor – New York, NY

Feb 2022 – Nov 2023

- Designed and delivered a semester-long data analytics curriculum covering Excel, Tableau, and SQL to 17+ students per semester, maintaining a 93% retention rate through project-based learning.
- Tracked student attendance and progress in a spreadsheet to guide regular 1:1 coaching, and organized study groups and project pairs to reinforce real-world data analytics application.

Mirimus Inc. – Junior Analyst, Sales & Operations – Brooklyn, NY

Apr 2021 – Mar 2022

- Built recurring KPI dashboards on inventory levels and lab staffing using Shopify Analytics and Tableau, presented in daily/weekly team meetings to guide operational decisions for a biotech startup's COVID-testing supply chain serving B2B partners and NJ public schools.
- Streamlined inquiry workflows for B2B partners, school administrators, and new and existing clients using HubSpot and [Monday.com](https://monday.com), handling 300+ weekly inquiries and increasing operational efficiency by 15%.
- Designed weekly test-volume, capacity, and staffing forecasting dashboards using Excel and SQL, improving forecasting accuracy by 20% and enabling a team of 10+ lab technicians to adjust schedules proactively.

SKILLS

Technical Skills: Excel (PivotTables, Power Query, VBA, Advanced Formulas), SQL (MySQL), Python, Power BI, Tableau, PowerPoint, Git, Google Colab

Data & Analytics: Dashboard design, data automation, data pipelines, KPI reporting, cohort analysis, forecasting, market research, competitor benchmarking

Domain Expertise: Agency client insights, B2B sales analytics, public health data, CSAT tracking, Agile workflows

Tools & Platforms: SharePoint, HubSpot (CRM), Google Workspace, Shopify Analytics, Monday.com

Certifications: Advanced Formulas and Functions in Excel (NASBA, 2024) | AI for Data Professionals (Analyst Builder) | SQL

Coursework (DataCamp, 2025): Intermediate SQL, Data Manipulation, Joining Data, Hierarchical & Recursive Queries

EDUCATION

Zicklin School of Business, Baruch College (CUNY) – New York, NY

M.S. in Information Systems, Concentration in Data Analytics | Expected May 2027

Queens College, City University of New York (CUNY) – Queens, NY

B.A. in Economics, Minor in Urban Planning | 2021