

ASMA SISTANI

Data Analyst | Business Intelligence Analyst

Kerman, Iran | Open to Remote Opportunities

asma.sistani@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

Data Analyst specializing in financial and operational analytics. Combines 10+ years of experience across engineering, finance, and data analysis with expertise in **SQL**, **Power BI**, and **Python**. Develops dashboards, ETL pipelines, and KPI reporting solutions that transform 120K+ records into actionable financial and operational insights.

TECHNICAL SKILLS

- **Tools:** Power BI (DAX, Modeling), Tableau, Excel (Advanced Formulas/Macros), Power Query, Power Pivot.
- **Languages:** SQL (PostgreSQL), Python (Pandas, NumPy, Matplotlib, Seaborn).
- **Analytics:** ETL, EDA, Data Modeling, Star Schema, KPI Design, Statistical Analysis.
- **Business Skills:** Business Analysis, Data Storytelling, Stakeholder Management.

SELECTED PROJECTS

Order Fulfillment Performance & Revenue Risk Analysis | SQL, PostgreSQL, Power BI, DAX

- Created an analytics solution for 99K+ orders, identifying **\$423.8K in at-risk revenue**.
- Developed dashboards to track delivery performance and trends for **32K+ SKUs**.
- Analyzed regional fulfillment patterns to pinpoint areas with **10.19% revenue at risk**.

Amazon Marketplace Fulfillment & Revenue Realization Analysis | Python, Pandas, Tableau

- Engineered a Python data pipeline to process **120K+** records, identifying **~\$57.9M INR** in unrealized revenue, representing **~70%** of total revenue.
- Designed 3 interactive Tableau dashboards to monitor order-to-cash cycles, pinpointing bottlenecks causing **13.8% cancellation rate**.
- Identified **12.6% of low-rotation SKUs** to support inventory optimization and reduce unnecessary holding costs.

Sales & Customer Performance Intelligence Suite | Excel, Power Query, Power Pivot, DAX

- Built an integrated BI solution combining sales, customer, and workforce data across 5 distinct datasets.
- Created 4 interactive dashboards tracking **\$62M+ in revenue**, **701 customers**, and **290 employees**.
- Applied Pareto analysis to identify key business drivers, revealing that **13.5% of SKUs generated 80% of profit** and **26.95% of customers drove 80% of total revenue**.

PROFESSIONAL EXPERIENCE

Data Analyst – Financial & Operational Analytics

Sep 2023 – Present

Madan Karan Setareh Malek Zamin | Kerman, Iran

- Built Excel & Power BI dashboards to track attendance and site expenses, cutting manual reporting time by **approximately 40%**.
- Integrated payroll and service-cost data **across 3 sites**, improving visibility into shift-level cost efficiency.
- Monitored KPIs for 3 exploration sites and collaborated with operations and finance stakeholders to support workforce planning and cost-efficiency decisions.

Independent Data Analyst (Project-Based Contract)

Nov 2024 – Dec 2024

Ashpazbashi Food Group | Kerman, Iran

- Analyzed **25,000+ sales records** over 5 months to evaluate performance, demand, and ordering patterns across weekdays/weekends.
- Applied Pareto analysis on an 85-item menu, revealing that **16.3% of products generated 80% of profit**, supporting the removal of **12 low-margin items**.

- Recommended a **25% increase in production volume** for top-selling items during peak periods, based on optimized inventory and demand forecasting.

Technical Office Supervisor & Structural Design Engineer (Project-Based)

Apr 2016 – Aug 2023

Engineering Design Office No.1182 | Kerman, Iran

- Executed structural modeling and analysis for **30,000+ m² of building projects**, ensuring compliance with seismic design standards and project requirements.
- Managed **100+ engineering datasets**, technical documentation, and project records for multiple structural design projects.

Adjunct Lecturer (Part-Time)

Jan 2012 – Jun 2017

Mehravarar Institute of Higher Education & Sama Technical College | Kerman, Iran

- Instructed **200+ students** in structural engineering, distilling complex quantitative concepts into accessible, logic-based lessons.

Financial Specialist

Nov 2012 – Apr 2019

Parandeh Sefid Travel Agency | Kerman, Iran

- Streamlined cash flow monitoring and financial reporting, reducing reconciliation discrepancies by **15%** within 6 months.

EDUCATION

M.Sc. in Civil Engineering – Structural Engineering | K. N. Toosi University of Technology, Tehran, Iran (2009 – 2011)

- GPA: 17.86/20 | Ranked 2nd of 32 students

B.Sc. in Civil Engineering | Shahid Bahonar University of Kerman, Kerman, Iran (2004 – 2008)

- GPA: 15.66/20 | Ranked 3rd of 36 students

CERTIFICATIONS

- | | |
|---|----------|
| • DataCamp Data Analyst in Power BI | Jul 2026 |
| • DataCamp Data Analyst in Tableau | Nov 2025 |
| • DataCamp Associate Data Analyst in SQL | Aug 2025 |
| • DataCamp Data Analyst Certification | Aug 2025 |
| • DataCamp Data Analyst in Python | May 2025 |
| • Excel Skills for Data Analytics and Visualization | Nov 2023 |
| • Google Data Analytics Professional Certificate | Sep 2023 |

PROFESSIONAL LICENSE

Professional Engineering License (Grade 1 – Structural Design & Supervision, Grade 2 – Construction Execution)
Ministry of Roads and Urban Development, Iran (Active since 2013)

SELECTED PUBLICATIONS

- Elastic stability of columns with variable flexural rigidity under arbitrary axial load using the finite difference method, NMCE, 2017.
- Incremental Dynamic Analysis (IDA) of Braced Frames under Near-Fault Earthquakes, Modarres Civil Engineering Journal, 2016.
- Reliability Analysis of Braced Frames Subjected to Near Field Ground motions, Earthquake and Structures, 2013.

LANGUAGES

- **English:** Upper-Intermediate (B2)
- **Persian:** Native