

Fatima Gul Muhammad

Business Analytics - Tech Marketer

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PROFESSIONAL SUMMARY

Final-year Business Analytics student with hands-on experience in predictive modeling, business intelligence, and performance analytics. Skilled in translating data insights into strategic decisions that improve operational efficiency and growth. Interested in building data-driven digital products and scalable business solutions that deliver measurable impact.

EDUCATION

BS IT&S (Business Analytics) | KSBL - Karachi School of Business & Leadership (2022 – 2026)

EXPERIENCE AND EXPOSURE:

Capstone Project Engro Fertilizers – Demand Forecasting & Supply Intelligence (Feb 2026 – Present)

- Developing ARIMA and XGBoost time-series models on 3+ years of Urea sales data.
- Evaluating accuracy using MAE and RMSE to improve demand forecasting.

Brand Executive – BMLH (2023 – Present)

- Led LinkedIn and Instagram campaigns achieving 35% engagement growth
- Conducted market research and competitor analysis for brand positioning.
- Coordinated cross-functional teams for digital campaign execution.

Exchange Program Participant – Pamukkale University, Denizli, Turkey (Jul 2025 – Aug 2025, 6 weeks)

- Taught English to local children and supported university students in improving their English, while contributing to sustainability and SDG-related projects.

Information Technology Project Coordinator – Awesome Technology, Dallas, TX (Oct 2024 – Feb 2025)

- Led 2 banking technology projects for HBFC and Faysal Bank.
- Built 5+ automated dashboards using SQL, Excel, and Power BI analyzing 10,000+ records.
- Reduced reporting time by 30% through process automation.

HR Data Analytics Intern – Fauji Fertilizer Bin Qasim Ltd (Aug 2024–Sep 2024)

- Analyzed 500+ employee records using Excel PivotTables and data cleaning techniques.
- Generated structured reports to support HR decision-making

Summer Trainee – Unilever (Jul–Aug 2024)

- Supported Marketing analytics team in campaign performance analysis across 2 product categories.
- Gained exposure to **marketing analytics workflows** within a leading FMCG environment.

Data Analytics Intern – TPL Trakker, Karachi (Aug 2023)

- Applied advanced Excel functions (**VLOOKUP, PivotTables**) to identify data patterns.
- Cleaned, analyzed & visualized datasets exceeding **10,000+** data entries using advanced Excel functions.

Corporate Communication Intern – Martin Dow Ltd (Aug – Oct 2023)

- Drafted corporate communications strategies, prepared internal & external content, and managed crisis communication planning.

Skills:

Data & Analytics :

Data Analysis | Predictive Modeling | Time-Series Forecasting | Business Intelligence | KPI Tracking | Data Cleaning | Performance Metrics

Tools & Technologies :

SQL | Microsoft Excel | Power BI | Looker Studio | GA4 | Google Tag Manager | ARIMA | XGBoost

Strategy & Core :

Market Research | Competitor Analysis | Stakeholder Management | Cross-Functional Collaboration | Presentation Skills