DANISH SAYYED

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PROFILE SUMMARY

Data Analyst with 3+ years of experience specializing in advanced analytics, leveraging SQL, Python, and Tableau to deliver real-time insights, predictive models, and automated dashboards that drive actionable strategies for broadcasters and key stakeholders. Proficient in creating dynamic dashboards, data visualizations and translating complex data into meaningful narratives to enhance viewer engagement and improve business processes. Recently applied in sports/broadcast analytics; skills are equally transferable to product, growth, operations, and finance use cases.

EXPERIENCE

Data Analyst

Hawk-eye Innovations Ltd | Onsite - Global | 03/2024 – Present
Provided real-time data solutions for a global technology company specializing in sports broadcasting.

- **Engineered** complex live data using **SQL and Tableau** into analytical narratives and dynamic visualizations for over **100** televised matches, **increasing audience engagement** across pre-game, in-game, and post-game segments.
- **Collaborated** with key stakeholders to **generate insightful statistical analyses** from granular ball-by-ball data, **enhancing real-time storytelling** during live broadcasts.
- Developed and deployed **predictive modelling** in **Python (Pandas, NumPy)** on historical game patterns and trends to **create data-driven visuals**, a key factor in **improving viewer engagement** and retention for broadcasting channels.
- **Managed concurrent statistical analyses and quality assurance** of Ultra Edge and ball-tracking systems during Decision Review System (DRS) operations, a process that **ensured a 98% accuracy rate** on critical match decisions.

Data Analyst

Intelligent Cricket | Remote - Mumbai | 12/2021 – 02/2024
Provided data-driven consulting and analytical solutions to professional cricket teams and coaches.

- **Analyzed** and **visualized** over **1 million rows** of cricket data using Tableau, **developing over 25 custom dashboards** that provided actionable insights to professional teams and coaches.
- **Led** data quality improvement initiatives that resulted in a **25% reduction in data inconsistencies**, significantly enhancing the accuracy of subsequent trend analyses.
- **Resolved** recurring data quality and profiling issues through structured incident management, **improving operational efficiency by 15%** during live match scenarios.
- **Designed and implemented** integrated performance dashboards in Excel, **streamlining reporting processes and reducing manual effort for management by 30%**.

SKILLS

- **SQL & Databases**: SQL (MySQL, PostgreSQL, Superset), Database Management
- **Python & Analytics**: Python (Pandas, NumPy, Matplotlib), Predictive Modelling, Forecasting, A/B Testing
- **BI & Visualization**: Tableau (LOD, Dashboard Automation), Power BI (DAX, Power Query), Excel
- **Data Engineering & Methods**: ETL, Data Pipelines, Data Cleaning, Data Transformation, Data Storytelling, Root Cause Analysis, Regression, Hypothesis Testing, Time Series Analysis, and RFM.
- **Professional Skills**: Analytical Thinking, Problem-Solving, Stakeholder Engagement, and Cross-Functional Collaboration.

CERTIFICATIONS

IBM **Data Science** | Coursera
Google **Data Analytics** | Coursera
Tableau Desktop for Data Analysis & Data Visualization | Udemy

EDUCATION

Bachelor of Engineering – Mechanical | University of Mumbai | Mumbai, India | 06/2019