

# ZAIN SHERAZ

Data Analyst

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ANALYST, E-COMMERCE BUSINESS INTELLIGENCE

UNIQLO U.S.A. • #2 Largest Global Clothing Retailer

SEPT 2019 – PRESENT

Drove e-commerce revenue growth across multiple media channels and departments through descriptive and inferential analyses on customer, product, warehousing, merchandising, and marketing data.

- Identified bottlenecks in clothing returns through data analysis and benchmark comparisons, leading to a renegotiation of terms with delivery carriers and a 10% reduction in overall cost-per-return.
- Increased engagement with the pre-churn customer segment by 40%, via a more-relevant win-back strategy, effectively increasing our active emailable users and resulting in increased revenue.
- Identified key demographics across our U.S. e-commerce markets, enabling a 25% increase in merchandising layout efficiency. This assisted store directors with which products they should and should not emphasize for new store openings.
- Developed executive dashboards for CRM and E-Commerce leadership in order to identify strengths and weaknesses with our digital and email marketing campaigns. Achieved a 2-8% higher revenue-per-email, weekly, through reshaping campaign strategies, resulting in a reduction of total unengaged emails sent.



MANAGER, BUSINESS SERVICES

Newport Credentialing Solutions • Healthcare Provider Credentialing

SEPT 2017 – AUG 2019

Led business unit consisting of multiple major hospitals across the U.S. Ensured healthcare professionals were properly certified/documented, and prioritized client relationship.

- Decreased provider fallout rate by 60% through streamlining credentialing process amongst specialists via iMacro solutions
- Increased revenue-per-app by 20% by adopting a variable-cost business model to scale with large growth in client-base.
- Increased product delivery from 12x annually to bi-weekly by generating automated reports sent directly to clients for increased visibility and client satisfaction.



JR PLAYER METRICS ANALYST

Rockstar Games, Toronto

MAY 2014 – MAY 2015

Layer 1 and layer 2 data extraction and wrangling to generate insights on player metrics and product engagement

- Analyzed player engagement data across several gaming platforms using SQL and excel macros
- Assisted senior analysts with ongoing project setup and maintenance

## EDUCATION

Long Island University

M.B.A. Operations Management  
B.S. Business Administration

Long Island, NY

## SKILLS

Data Analysis, Mining, Wrangling / ETL  
Hypothesis Testing  
Problem Solving

SQL / Aginity Redshift / Postgres / Oracle / SQL Server  
Tableau / Google Analytics  
RFM / Cluster Analysis

Python / PyCharm / Jupyter  
Django / Bootstrap  
JIRA

## PROJECTS

Tic-Tac-Toe Game – Python – Individual

Real-time Stock Checker – Python - Individual

Weather Checking App – Python - Individual

## LANGUAGES

**Native:** English **Business Fluent:** Urdu, Hindi, and Punjabi **Conversational:** Korean