

FEVEN WELASHA

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DATA ANALYST | BUSINESS INTELLIGENCE ANALYST

Results-driven Data Analyst with experience in Power BI, SQL, and advanced Excel supporting operational and financial analytics. Skilled in KPI dashboard development, data validation, reporting automation, and translating business questions into actionable insights.

CORE SKILLS

Power BI (DAX, data modeling), Excel (PivotTables, Power Query, XLOOKUP, SUMIFS), SQL (joins, aggregations), Python (pandas), Data Cleaning, KPI Development, Dashboard Design, Reporting Automation, Business Analysis

PROFESSIONAL EXPERIENCE

Business & Operations Analyst — Automotive Industry

Houston, TX | 2024 – Present

- Analyze operational and financial datasets to support management reporting.
- Build Power BI and Excel dashboards tracking KPIs, revenue, and service performance.
- Write ad-hoc SQL and Excel queries to extract and validate data.
- Collaborate cross-functionally to standardize metrics and improve reporting workflows.

ADDITIONAL EXPERIENCE

Sales Marketer & Digital Content Creator

Welasha Trading PLC | 2021 – 2023

- Tracked marketing performance metrics and customer engagement using Excel dashboards.
- Conducted trend and ROI analysis to guide content and business strategy.
- Supported revenue growth initiatives through data-driven insights.

Manager

Oasis Jimma Juice Bar | New York, NY | 2022 – 2023

- Managed daily cash flow, vendor payments, and expense tracking.
- Built Excel-based tracking tools and produced monthly business summaries.
- Oversaw inventory, staffing, and operational reporting.

EDUCATION

Data Analytics Certificate — Columbia Engineering

Bachelor of Arts in International Economics & Trade — Zhejiang Normal University