

SINA YAVARI

Senior Business & Data Analyst • Business Intelligence • Financial, Marketing & Operational Analytics
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PROFESSIONAL SUMMARY

Senior business and data analyst with a Master of Science in Business Analytics and a track record spanning international fundraising intelligence, infrastructure investment analysis, product analytics, enterprise reporting, and economic consulting. Designs and automates BI systems that consolidate data from APIs, CRM platforms, advertising channels, financial databases, and on-chain sources into executive-ready dashboards and forecasting models. Proficient in SQL, Python, Power BI, Advanced Excel, Power Query, Looker Studio, and Zoho Analytics. Experienced supporting senior leadership and cross-functional teams across UAE and international markets including the UK, USA, Canada, Australia, and Europe.

CORE COMPETENCIES

Business Intelligence & Executive Reporting • Financial Modeling & Investment Analysis • CAPEX/OPEX & Feasibility Analysis • Marketing & Donor Analytics • KPI Framework Development • Dashboard Design & BI Visualization • Forecasting & Scenario Modeling • Revenue & Profitability Analysis • Customer & Behavioral Analytics • ETL & Reporting Automation • Data Quality & Governance • API & Multi-Platform Data Integration • Product Analytics • Root-Cause Analysis • Cross-Functional Stakeholder Management • Strategic Decision Support

TECHNICAL SKILLS

Analytics & BI: Power BI, Looker Studio, Zoho Analytics, Tableau, Metabase, Google Analytics 4

Programming & Data: SQL (Oracle, MySQL), Python (Pandas, NumPy, Scikit-learn), R, VBA/Macro

Automation & Integration: Power Query, Google Apps Script, REST APIs, BigQuery, ETL workflows, RPA (UiPath), Advanced Excel

Statistical & Analytical Methods: Regression analysis, sensitivity analysis, forecasting, scenario modeling, A/B testing, customer segmentation, data modeling

Business & Financial Analysis: Financial modeling, CAPEX/OPEX, ROI/IRR/payback, feasibility analysis, KPI development, ROAS/CAC/LTV

Cloud & Infrastructure: AWS (S3, Glue, EMR/Spark), Azure, GCP, BigQuery

PROFESSIONAL EXPERIENCE

Senior Business Analyst • MATW Project • Dubai, UAE

November 2025 – Present

- Lead business intelligence, marketing analytics, and performance reporting across MATW Project's international fundraising brands — Giving Hands and Watan — covering the UK, USA, Canada, Australia, France, Germany, and additional markets.

- Integrate and consolidate data from GA4, Google Ads, Meta Ads, Fundraise Up, LaunchGood, Zoho Analytics, CRM platforms, and website databases, providing a unified cross-channel view of revenue, donor behavior, and campaign efficiency.
- Design and maintain executive dashboards in Power BI, Looker Studio, Zoho Analytics, and Excel, tracking donations, average order value, ROAS, customer acquisition cost, conversion rates, donor retention, product performance, and regional contribution.
- Automate reporting workflows using SQL, APIs, Python, Google Apps Script, and Power Query, reducing manual data preparation and improving accuracy and timeliness of weekly and monthly performance reports.
- Conduct in-depth donor analytics covering acquisition channels, new vs. returning donor ratios, repeat-giving behavior, lifetime value, campaign attribution, landing-page performance, and geographic segmentation.
- Evaluate Meta and Google Ads performance across all markets, identifying budget inefficiencies, underperforming campaigns, tracking gaps, and creative fatigue, translating findings into spend-reallocation and ROI-improvement recommendations.
- Establish data-quality controls to detect attribution gaps, duplicate records, tracking failures, and discrepancies between advertising platforms and internal revenue data.
- Produce weekly performance reports, campaign deep dives, forecasting models, and senior-management briefings covering revenue trends, paid-channel contribution, donor segments, and emerging market risks.

Senior Business Analyst • **Phoenix Group** • Dubai, UAE

January 2025 – August 2025

- Conducted full-spectrum investment and technical analysis for mining sites and AI data centers, encompassing feasibility studies, CAPEX/OPEX forecasting at full load capacity, ROI/IRR/payback modeling, risk assessment, and infrastructure planning.
- Built advanced Excel and Python financial models to simulate GPU hosting profitability (NVIDIA H100/H200), crypto staking ecosystems, and multi-purpose HPC/mining/power-generation project sites, supporting strategic deployment and scenario planning.
- Developed a Power BI system integrating real-time mining performance and market data from Antpool and Binance, with automated loading of monthly electricity and O&M costs, delivering company-wide financial monitoring dashboards and operational KPIs.
- Modeled multi-purpose infrastructure projects integrating high-performance computing, crypto mining, and on-site power generation, providing scenario-tested analysis to support executive capital allocation decisions.

Senior Data & Product Analyst • **[Company — Switzerland, Remote]** • Remote

January 2024 – Present

- Designed and deployed a unified data architecture integrating Google Analytics 4, BigQuery, and on-chain data into a consolidated reporting framework, enabling cross-functional visibility into platform performance.
- Automated ETL pipelines in Python and SQL for ingesting tournament results, staking data, and token-burn records, reducing manual reporting time by 90%.
- Developed dynamic dashboards in Metabase and Power BI tracking player acquisition, transaction volume, and product KPIs, delivering actionable insights for product and marketing decision-making.
- Performed statistical modeling and sensitivity analysis to evaluate pricing structures, staking reward rates, and commission models, directly informing product monetization strategy.
- Partnered with engineering teams to improve backend logging and data schema design, ensuring analytical consistency and scalability across all reporting workflows.

Data & Reporting Analyst • **TruNorthe, LLC** • Remote (US Market)

January 2021 – December 2024

- Built and maintained advanced Excel financial models and trackers serving as the primary data source for project managers across multiple US markets, supporting revenue forecasting and resource allocation.
- Integrated T-Mobile's API with VBA Macro and Power BI queries, automating data extraction and improving KPI tracking accuracy for month-end accounting and Purchase Order management.
- Developed RPA workflows using UiPath to automate web-based data entry processes, reducing manual effort across operational reporting cycles.

- Contributed to monthly revenue forecasting and KPI analysis sessions, producing Power BI visualizations of financial forecasts and phase-completion progress that improved profitability visibility for senior stakeholders.

Research & Data Analyst • **Endsight Consulting** • Salt Lake City, UT (Remote)

April 2020 – January 2021

- Produced evidence-based economic development proposals for African government clients, directly informing \$500M+ in policy decisions across Cote d'Ivoire, Kenya, Namibia, and Guinea.
- Managed a SQL database of 36 foreign investment attractiveness indicators, running daily regression analyses to refine indicator interpretation and improve the quality of strategic proposals.
- Conducted data analysis and statistical visualization in R (ggplot, R Markdown), generating insights that supported consulting recommendations and strengthened contract deliverables.

Sales & Marketing Analyst • **PTS Tech General Trading LLC** • Dubai, UAE

September 2012 – April 2016

- Managed CRM-based supply chain data for international clients, designing product bundle structures that secured contracts across Afghanistan, Turkey, and Tunisia.
- Maintained company website and online inventory system via back-end API integration; coordinated export/import documentation, port clearance, and monthly taxation for transited shipments.

EDUCATION

Master of Science in Business Analytics (MSBA)

University of Utah – David Eccles School of Business • *April 2022*

Bachelor of Science, International Economics | Minor: Management Information Systems (MIS)

Weber State University – Goddard School of Business & Economics • *December 2020*

CERTIFICATIONS & SELECTED PROJECTS

- Google Analytics Certified (GA4) | RPA Certified — UiPath | DataCamp: SQL, Python, R (Tidyverse, Intermediate R)
- Published research: Vector Auto-Regression Analysis of the Effect of Oil Prices on Currency and Exchange Rates
- Berkadia Commercial Real Estate: Built ML-based property valuation models using Python, Spark/EMR, and AWS (S3, Glue) to determine optimal variable weights for algorithmic property comparison