

BIBI PARI GUL

BUSINESS ANALYST | STRATEGIST | RESEARCHER

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PROFESSIONAL SUMMARY

International Economics postgraduate with a strong foundation in business administration, quantitative analysis, and applied econometrics. Experienced in analyzing complex datasets, conducting research, and translating analytical findings into actionable business insights. Skilled in R, SPSS, STATA, Microsoft Excel, and data visualization. Seeking opportunities in Business Analysis, Strategy, or Corporate Planning where analytical thinking and data-driven decision-making can support organizational growth.

EDUCATION

Master in International Economics and Commerce

27.7/30 (92.3%)

Università Politecnica delle Marche (UNIVPM), Ancona, Italy —

Expected Oct 2026

Thesis: Overtourism Spillovers and Tourist Tax in Italy: A Spatial Econometric Analysis of Italian Municipalities

Relevant Coursework: Econometrics, Business Statistics, International Economics, Analysis and Evaluation of Public Policy, Economics of Environment and Natural Resources, Applied Industry Dynamics, International Business, International Marketing, Corporate Finance, Innovation Management, Strategic Management, Quantitative Research Methods

Bachelor of Business Administration (BBA)

3.8/4.0 (96%)

SZABIST University, Islamabad, Pakistan — Feb 2023

Thesis: Impact of Consumption Values on the Intention to Use Mobile Banking Services with the Mediating Role of Trust

Relevant Coursework: Microeconomics, Macroeconomics, Development Economics, Financial Management, Accounting, Taxation, Business Research Methods, Strategic Management

RESEARCH EXPERIENCE

Master's Thesis Researcher

UNIVPM, Ancona, Italy | Jun 2026 — Present

Overtourism Spillovers and Tourist Taxation in Italy: A Municipality-Level Panel Data Analysis

- Conducting independent research on the economic impacts of overtourism spillovers and tourist taxation across Italian municipalities
- Constructing and managing a municipality-level panel dataset (2017–2024) for empirical economic analysis
- Applying econometric techniques to investigate tourism intensity, spatial spillovers, and local public finance
- Processing, cleaning, and analyzing large datasets using R and Microsoft Excel
- Reviewing and synthesizing academic literature to identify research gaps and support the theoretical framework
- Interpreting empirical findings to develop evidence-based policy implications for tourism and regional development

Bachelor's Thesis Research

SZABIST, Islamabad, Pakistan | Bachelor's Thesis

Impact of Consumption Values on the Intention to Use Mobile Banking Services with the Mediating Role of Trust

- Conducted quantitative research examining the influence of consumption values on the intention to use mobile banking services, with trust as a mediating variable
- Designed and analyzed survey data collected from 206 participants using SPSS
- Performed reliability analysis, correlation analysis, regression analysis, and mediation analysis to evaluate research hypotheses
- Conducted a comprehensive literature review and interpreted empirical findings to provide recommendations for digital financial services in Pakistan

PROFESSIONAL EXPERIENCE

Customer Service Ambassador

United Bank Limited (UBL), Quetta, Pakistan | Oct 2023 — Aug 2024

- Assisted customers with banking services, account opening, loans, insurance products, and financial inquiries while ensuring regulatory compliance
- Identified customer needs and recommended appropriate financial products to improve customer satisfaction and service quality
- Resolved customer issues through effective communication and relationship management
- Collaborated with internal teams to ensure efficient service delivery and operational excellence

Business Development Executive

Floret Commodities (Pvt.) Ltd., Islamabad, Pakistan | Jan 2022 — Feb 2023

- Generated new business opportunities by acquiring prospective clients for commodity trading through the Pakistan Mercantile Exchange (PMEX)
- Managed the end-to-end client onboarding process, including account opening and platform guidance
- Explained investment products and trading procedures to prospective clients, improving customer understanding and engagement
- Built and maintained long-term client relationships while achieving monthly business development targets

Accountant

R3 Stem Cell Pakistan, Islamabad, Pakistan | Sep 2021 — Jun 2022

- Managed daily accounting operations using QuickBooks Online, maintaining accurate financial records and transaction reporting
- Prepared financial statements, reconciled bank accounts, and monitored accounts payable and receivable
- Supported management with financial reporting and data required for business decision-making
- Improved financial data accuracy through systematic record management and reconciliation processes

TEACHING EXPERIENCE

Mathematics Tutor & Examination Invigilator (Part-Time)

UNIVPM, Ancona, Italy | 2025 — Present (1 Year)

- Provide academic support and tutoring in mathematics to undergraduate students, helping them strengthen quantitative reasoning and problem-solving skills
- Assist mathematics faculty with tutorial sessions and provide guidance to students during coursework and exam preparation
- Serve as an examination invigilator, ensuring examinations are conducted in accordance with university policies and academic integrity standards
- Support teaching and administrative activities within the Department, contributing to an effective learning environment
- Strengthened communication, teaching, mentoring, and organizational skills through direct interaction with students and faculty

ANALYTICAL PROJECTS

Walmart Sales Intelligence Dashboard

SQL, Power BI, Microsoft PowerPoint | Business Intelligence Project

- Developed an end-to-end BI solution analyzing 6,435 weekly sales records across 45 Walmart stores to evaluate retail performance
- Built SQL queries and an interactive Power BI dashboard to monitor KPIs, store performance, seasonal demand, and holiday sales
- Identified operational inefficiencies, revenue concentration, and store performance gaps, providing strategic recommendations

Student Performance Analytics

R, Regression Analysis, Logistic Regression, Cluster Analysis | Predictive Modeling Project

- Analyzed 6,607 student records to identify key factors influencing academic performance using statistical and predictive modeling
- Developed predictive models achieving 86.3% classification accuracy and AUC = 0.9446
- Identified attendance and study hours as the strongest predictors of academic success

Capital Budgeting & Cash Budgeting Financial Models

Microsoft Excel, Financial Modeling | Financial Analysis Projects

- Developed capital budgeting models using DCF, NPV, and IRR with sensitivity and scenario analyses
- Designed monthly cash budgeting models forecasting cash inflows, outflows, liquidity requirements, and short-term financing needs

TECHNICAL SKILLS

Programming & Data Analysis

R, SQL, STATA, SPSS

BI & Visualization

Power BI, Excel, Dashboard
Development, Data Visualization

Business & Finance

Financial Modeling, Econometrics,
Forecasting, Budgeting, Statistical
Analysis

Accounting

QuickBooks Online, Financial
Reporting, Bank Reconciliation, AP
& AR

ERASMUS+ BLENDED INTENSIVE PROGRAMME (BIP)

European Union Policies in Action: Driving Sustainable Growth, Social Equity, and Regional Resilience

The Bucharest University of Economic Studies, Romania | 03 Mar 2025 — 07 Mar 2025

- Participated in an international Erasmus+ Blended Intensive Programme (BIP) focusing on European Union policies related to sustainable economic growth, social equity, and regional resilience
- Collaborated with students and academics from diverse European universities in multidisciplinary discussions, group projects, and policy-focused learning activities
- Enhanced understanding of EU economic integration, regional development, sustainability, and public policy through both virtual and on-site academic sessions
- Strengthened cross-cultural communication, teamwork, and analytical skills within an international academic environment

VOLUNTEERING

Shifa Foundation

| Jun 2020 — Jan 2023

- Coordinated community outreach initiatives, fundraising campaigns, and volunteer activities
- Assisted in planning and organizing community service events
- Prepared reports, blogs, promotional materials, and campaign content
- Maintained activity records and coordinated volunteers during events

Blood Donation Society Pakistan

| Dec 2020 — Dec 2023

- Led the organization of blood donation drives and public awareness campaigns
- Coordinated volunteers, donor registrations, and event logistics
- Collaborated with healthcare organizations and community stakeholders
- Promoted community participation through outreach and social media initiatives

LINKEDIN LEARNING CERTIFICATES

- Accounting Foundations: Bookkeeping
- Running a Profitable Business: Understanding Cash Flow
- Master In-Demand Professional Soft Skills | 09 Jun 2023
- Critical Thinking for Better Judgment and Decision-Making | 17 May 2023
- Essentials of Team Collaboration | 31 May 2023

LANGUAGES

English — Professional Working Proficiency (CEFR C1)

Urdu — Native

Balochi — Native