

RÉSUMÉ

# Aamina Mughal

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## Profile

Business student at Houston Community College building a portfolio in process-focused business analysis, consumer insights, visual communication, and project coordination. Strengths in research, source validation, analytical reasoning, writing, and presentation design, with hands-on experience building an original multi-source analysis dataset and turning findings into clear business-style narratives and visuals.

## Education

### Houston Community College

Associate of Arts in Business — In progress

O-Levels: English (A\*), Business (A), ICT (A), Accounting (A), Mathematics (B)

Relevant coursework: BUSI 1301, ECON 2302, EDUC 1300

# Projects

## Media Attention & High-Profile Crime Case Popularity Analysis

Independent research and analysis project, 2026 · Dataset v1.0 frozen · Power BI visualization in progress

Built the dataset from scratch rather than downloading a finished one.

Maintained a separate source workbook holding URLs, collection dates, platform metrics, selection rules, and limitations.

Created consistent Case IDs and standardized date formats so the sheets could be compared to each other.

Normalized platform-level metrics and created a weighted cross-platform popularity score.

Built a Media Triggers table linking documented real-world events to the related metrics.

Revised the original assumptions when the source data did not support them, instead of forcing the data toward the expected conclusion.

## Starbucks vs. Dunkin Competitor Analysis

Business analysis project · Initial presentation developed · Extended case study in progress

Compared the two brands across each dimension above to identify meaningful differences rather than surface ones.

Developed a business presentation summarizing the findings and a growth recommendation.

Combined research, analytical reasoning, and visual communication in a single deliverable.

# Skills

## Business and analysis

Business research, Competitor analysis, Data sourcing and source validation, Analytical reasoning, Data interpretation, Presentation development, Emerging process-analysis skills

## Communication

Writing, Business communication, Explaining complex ideas, Presentation storytelling, Executive-style summaries

## Data and productivity

Microsoft Excel and formulas, Word, PowerPoint, Microsoft Power BI (developing)

## Creative and visual

Canva, Affinity Designer, Graphic design, Visual hierarchy, Presentation design

# Certifications and learning

Google Digital Marketing & E-Commerce coursework — 5 courses completed

Udemy Full 25-in-One Digital Marketing Certificate

Microsoft PL-900 coursework — in progress

Microsoft Power BI — foundational self-study through portfolio projects

# Creative work and recognition

3rd place, GEMA Short Story Writing Competition

Graphic design portfolio: 16 completed projects (Canva, Affinity Designer)

Full-length novel in progress