

# Senior Data Analyst with a focus on SQL, Python, Power BI

## TECHNICAL SKILLS

Data Analysis (5 years of project experience) | SQL (5) | Hive (4) | MySQL (4) | Python (4) | Knime (3) | Power BI (5) | Tableau (3) | Audit Command Language (3) | Arbutus Analyzer (3) | VBA (1) | MS Excel (3) | AWS Lambda (1) | AWS S3 (1) | Root Cause Analysis (2) | Data Visualization (3) | Machine Learning (1) | Exploratory Data Analysis (3) | Git (1) | Jira (2) | Agile/Scrum (4) | Salesforce (2)

## WORK EXPERIENCE

07/2023 – Present

### Assistant Manager Data Analytics

[DigitalRealty](#), USA, (REMOTE)

**Project:** Enhanced global sales performance through advanced data analysis, leveraging SQL, Oracle, and Power BI, leading to substantial revenue growth and streamlined sales processes.

- Utilized SQL, Oracle, and data analysis to develop effective sales strategies, contributing to increased sales.
- Created Power BI reports and dashboards for enhanced data communication and informed decision-making.
- Designed and maintained advanced SQL queries and Oracle database procedures for extracting, transforming, and loading (ETL) processes, ensuring data accuracy and availability for reporting.
- Collaborated closely with the Director of Analytics to translate business requirements into technical specifications, leading to the development of custom reports and dashboards that align with strategic goals.

**Technologies used:** SQL | Oracle | PowerBI | Python | Excel | Jira

11/2019 – 07/2023

### Senior Data Analyst

[Bank Alfalah](#) Karachi, Pakistan

**Project:** Anomaly Detection in [Temenos](#) T24 Core Banking System through data analytics.

- As a member of a 4-person audit analytics team, providing critical support to field auditors by extracting and analyzing data from multiple sources such as Bank Alfalah T24 data warehouse and Hive (Big Data) to identify potential anomalies and develop an analytics reporting solution.
- Successfully identified and rectified control leakage in minimum balance service charges and customer billing, resulting in the recovery of up to 25K+ USD in revenue.
- Created dynamic and interactive Power BI dashboards using Python for data preprocessing and manipulation. Utilized advanced features such as drill-through, cross-filtering, and custom visuals to provide a comprehensive view of KPIs and identify trends that may indicate unauthentic practices.
- Proactively conducted thorough audits of bank databases, employing advanced querying and analytical methods to identify deviations from established policies and procedures, promptly reporting findings to management and initiating corrective actions.

- Automated 90% of manual data analysis by creating workflows using Arbutus Analyzer and Power Automate to detect and highlight relevant GL anomalies. This solution saved valuable time and improved accuracy, allowing stakeholders to quickly address any issues and avoid potential financial risks.
- Developed and implemented robust data monitoring systems, employing automation and machine learning algorithms to continuously monitor and analyze large volumes of transactional data, enabling early detection of policy violations and potentially fraudulent activities.

**Technologies used:** SQL | Python | Excel | PowerBI | Hive | Hadoop Map Reduce | Arbutus Analyzer | Power Automate

**Project:** E-Audit is a popular audit and compliance software used by over 10k+ users. Lead an Agile team of 4 developing 70+ reports and dashboards using T24 data warehouse and Hive Big Data. I integrated these reports and dashboards with the E-Audit application, enabling seamless access to crucial information for auditors and compliance officers. Additionally, I developed a workflow in KNIME that automated data collection and analysis, resulting in more efficient and accurate reporting by 60%. The integration of these tools helped to improve audit and compliance processes and facilitate data-driven decision-making across the organization.

**Technologies used:** SQL | Hive | Python | Excel | PowerBI | Arbutus Analyzer | Power Automate

07/2019 – 11/2019

### Data Analyst

[Nexus](#) Corporation, Karachi, Pakistan

**Project:** Academic Website for British Essay Writers, a UK-based platform that connects students with essay writers.

- Lead a team of 3 to create data-driven KPI models focussing on product performance at customer sites, and the quality performance of processes at supplier sites.
- Provided a peak view of overall process performance using Python, Snowflake & Tableau. The data-driven recommendations helped boost the company output by 25% and improved process performance.

**Technologies used:** Tableau | Snowflake | Python | Pandas | Numpy | Visio | Statistical Modeling | Jira.

## EDUCATION

09/2014 – 10/2018

Bachelor of Science in Computer Science  
Iqra University, Pakistan

## ACHIEVEMENTS / CERTIFICATIONS

Best Performer Audit Analytics Analyst ([Audit Conference 2022](#)) | Speaker in Big Data Overview Conference ([Conference Hall 2022](#)) | Certified ACDA ([Arbutus Analyzer](#))

## LANGUAGE SKILLS

English (C2) | Urdu (Mother Tongue)

## HOBBIES

Cricket | Football | Exploring Tech | E-Commerce