**Shareef**

**Senior Data Analyst**   **Gmail :** **sales21@kteksoft.com**

**PROFESSIONAL SUMMARY :**

* A seasoned Data Analyst with 10+ years of comprehensive experience across multiple domains, enhancing data-driven decision-making.
* Leveraged SQL and Excel to conduct complex data analyses, significantly enhancing data-driven decision-making processes.
* Utilized Power BI and Tableau to create intuitive dashboards and reports, improving business intelligence capabilities.
* Designed and developed interactive dashboards using Tableau, enabling stakeholders to visualize and analyze engineering and energy data effectively.
* Created advanced MS Excel solutions with complex formulas, pivot tables, and VBA macros to automate reporting tasks and enhance data accuracy.
* Investigated and analyzed large-scale engineering data sets, generating actionable insights and presenting findings through reports and presentations.
* Debugged and troubleshot complex technical issues in AWS environments, supporting large-scale data applications and optimizing Lambda functions for high-performance data processing..
* Transformed raw data into visually compelling and actionable insights using Tableau and Excel.
* Created data-driven presentations for stakeholders, combining charts, pivot tables, and visuals to support decision-making.
* Expertise in designing custom visualizations, such as heatmaps and trend analyses, to highlight key patterns in engineering or utility data.
* Ensured accuracy and reliability in data visualizations by conducting thorough quality checks and validation processes.
* Designed and maintained dashboards and visualizations using Power BI and Tableau, incorporating complex formulas, joins, and data manipulations to meet business requirements.
* MicroStrategy Development and Architecture: Over 8 years of experience in designing, developing, and implementing MicroStrategy dashboards, reports, and data visualizations.
* Schema Design and Development: Expert in creating schema objects such as logical tables, attributes, facts, hierarchies, and custom groups in MicroStrategy.
* MicroStrategy Tools Expertise: Proficient in MicroStrategy tools including Architect, Desktop, Web, Mobile, Object Manager, Enterprise Manager, Command Manager, and Integrity Manager.
* BI Solutions Implementation: Led the design and implementation of BI projects, ensuring alignment with business objectives and best practices in architecture, development, and administration.
* Security and Permissions: Managed security for MicroStrategy reports and applications, including folder security, row-level, and column-level security, and integrating security filters and transformation metrics.
* SQL and Data Management: Strong SQL skills with the ability to work with complex queries and large datasets, ensuring efficient data retrieval and processing.
* Data Warehousing Expertise: Extensive experience with Data Warehousing concepts, including Star and Snowflake schema design.
* Performance Optimization: Tuned and troubleshot MicroStrategy reports to resolve data issues, performance bottlenecks, and incorrect joins.
* Dashboard Development: Designed and developed advanced MicroStrategy reports and dashboards with features like drill-down, conditional formatting, and level metrics.
* Agile Development: Worked in Agile environments, contributing to sprint planning, backlog management, and delivering results on multiple projects in a fast-paced setting.
* Best Practices and Standards: Established and maintained design and development best practices for MicroStrategy dashboards and reporting solutions.
* providing guidance on technical execution, best practices, and professional growth within the People Analytics community.
* Acted as a key resource for troubleshooting, addressing urgent data issues, and implementing solutions to support enterprise-wide analytics initiatives.
* Enhanced customer data analysis using CRM and Adobe Analytics, driving improvements in marketing strategies and customer engagement.
* Designed and executed data automation workflows using Alteryx, reducing manual efforts and increasing process efficiency.
* Integrated machine learning algorithms using Amazon SageMaker, advancing capabilities in predictive analytics.
* Administered AWS QuickSight for developing and deploying interactive dashboards, enhancing operational reporting.
* Managed data warehousing solutions using AWS Redshift, providing a centralized platform for analytics and business intelligence.
* Handled data cleansing and transformation tasks with Oracle Data Integrator, ensuring data quality and usability.
* Developed competitive analysis frameworks using SPSS and Qualtrics, extracting actionable insights for strategic planning.
* Configured and maintained Apache Hadoop and Spark environments, handling large-scale data processing and analysis tasks.
* Supported financial analytics and modeling using MATLAB, contributing to quantitative analysis projects and financial optimizations.
* Facilitated collaborative data exploration and model development using Jupyter Notebook, enhancing team productivity and insights discovery.
* Executed advanced analytics and data research projects using SQL, Python, and Excel, informing key business decisions and strategies.
* Conducted Agile and Scrum methodologies to manage projects, improving delivery speed and stakeholder satisfaction.
* Utilized AWS Recognition for advanced image and data analysis projects, enhancing the accuracy and scope of data interpretation.
* Streamlined reporting workflows by automating data extraction and visualization processes, resulting in improved efficiency and accuracy.
* Enhanced stakeholder understanding of key metrics by delivering intuitive dashboards and comprehensive data reports

**TECHNICAL SKILLS :**

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| **Skill Category** | Technologies/Tools |
| **Database Management** | PostgreSQL, Microsoft SQL, Oracle, AWS Redshift, MS Visio, VBA, Cascade. |
| **Data Analysis** | SQL, Excel, Python, R, MATLAB |
| **Visualization** | Power BI, Tableau, QlikView, Looker, AWS QuickSight |
| **ETL/Integration** | Informatica, SSIS, Apache NiFi, Kafka , AWS Glue, Data Migration Service  CI/CD: GitLab |
| **Machine Learning** | TensorFlow, PyTorch, Amazon SageMaker, Azure ML |
| **Cloud Technologies** | AWS S3, AWS QuickSight, Microsoft Azure, AWS Cloud |
| **Programming** | Python, R, MATLAB, SQL |
| **Documentation** | SharePoint, Confluence |
| **Version Control** | GIT |
| **Agile Methodology** | Scrum, Agile |

**PROFESSIONAL EXPERIENCE :**

**Client: Sentara health,** **Norfolk, VA Mar 2024 to till date**

**Role: Sr. Data Analyst**

**Roles & Responsibilities :**

* Developed complex SQL scripts to manage and analyze healthcare data, enhancing the accessibility and usability of critical datasets.
* Created and maintained Tableau dashboards that visualized patient care analytics, significantly improving decision-making processes.
* Designed and developed interactive dashboards using Power BI for real-time insights and decision-making.
* Utilized Power Query Editor for data cleaning, transformation, and preparation for reporting.
* Created advanced calculations and measures using DAX (Data Analysis Expressions) to enhance dashboard functionality.
* Designed efficient data models with relationships and hierarchies for seamless navigation and reporting.
* Developed custom visuals and templates to meet unique business requirements and improve data storytelling.
* Integrated Power BI with data sources such as SQL Server, Excel, SharePoint, and cloud platforms for consolidated reporting.
* Optimized Power BI reports using techniques like incremental refresh, data reduction, and query folding for better performance.
* Published and shared dashboards via Power BI Service, managing access controls, workspaces, and datasets.
* Enabled self-service analytics by building user-friendly Power BI reports for non-technical users.
* Set up scheduled refresh and automated data updates to ensure availability of the latest insights.
* Integrated Power BI dashboards into applications using Power BI Embedded for enhanced accessibility.
* Conducted training sessions and workshops to empower users with Power BI skills and best practices.
* Integrated financial datasets into Power BI dashboards, visualizing key performance indicators (KPIs) and trends for executive-level reporting.
* Facilitated the development of healthcare predictive models using Python and TensorFlow, enhancing disease prediction capabilities.
* Applied statistical methodologies and measurements to analyze complex datasets and provide actionable insights.
* Led large-scale projects and change initiatives, aligning deliverables with organizational priorities and customer expectations.
* Managed healthcare databases using PostgreSQL, ensuring optimal performance, security, and compliance with regulations.
* Oversaw the integration of electronic health records (EHR) into centralized data systems, improving patient data accessibility.
* Applied AWS S3 for efficient data storage and retrieval, supporting the scalability of healthcare data operations.
* Led training sessions on data analytics tools and best practices, enhancing the skills of the healthcare analytics team.
* Evaluated new data technologies and tools to continually enhance the analytics infrastructure.
* Coordinated with vendors and internal workgroups to align project deliverables, ensuring on-time completion of initiatives.
* Worked closely with field personnel to support project energization, providing data and technical insights for seamless execution.

**Environment:** SQL, Excel, SharePoint, Confluence, Tableau, Amazon SageMaker, AWS S3, Apache Spark ALS, AWS Redshift, Alteryx, AWS Recognition, R language, and various AWS services for data storage, analytics, and machine learning.

**Client: CDK global, Hoffman Estates, IL Oct 2022 to Feb 2024**

**Role: Data Analyst**

**Roles & Responsibilities :**

* Analyzed competitive market trends using SQL and SPSS, enhancing strategic decision-making and market positioning within the automotive sector.
* Managed customer feedback data with Qualtrics and SPSS, improving customer relationship management and service quality.
* Developed and maintained Tableau visualizations for tracking automotive sales trends, providing actionable insights to stakeholders.
* Utilized CRM data alongside Adobe Analytics to optimize marketing strategies and enhance customer engagement.
* Developed interactive Tableau dashboards to visualize complex datasets, providing actionable insights for stakeholders.
* Utilized advanced Tableau features, such as calculated fields, parameters, and level-of-detail (LOD) expressions, to enhance dashboard functionality.
* Integrated data from multiple sources into Tableau, creating dynamic visualizations for tracking KPIs and engineering metrics.
* Conducted performance optimization of Tableau reports by implementing best practices in data extraction and aggregation.
* Processed automotive data for credit analysis and customer insights using Experian, supporting effective credit decision-making processes.
* Integrated various data sources using Looker, facilitating unified data analytics and business intelligence for automotive operations.
* Employed AWS QuickSight for creating ETL processes and data visualizations, enhancing data accessibility and decision-making.
* Managed Microsoft SQL databases to optimize data storage and query performance, supporting data-driven operations in the automotive industry.
* Conducted extensive research and competitive analysis using SQL and Python, deriving insights to inform business strategy and operations.
* Implemented CRM strategies using Salesforce, improving customer lifecycle management and marketing automation.
* Developed predictive analytics models using R and Python, enhancing vehicle pricing strategies and inventory management.
* Utilized Python for automation of data collection and processing tasks, improving efficiency and data accuracy.
* Administered Adobe Analytics for detailed digital marketing performance tracking, enhancing online campaign effectiveness.
* Applied SPSS for statistical analysis of market data, providing robust support for market segmentation and targeting.
* Configured AWS S3 buckets for secure and scalable storage of automotive data, ensuring data availability and compliance.
* Integrated RESTful APIs to connect disparate data systems, streamlining data flows and improving operational efficiencies.
* Orchestrated data migration projects to AWS Cloud, ensuring data integrity and system compatibility.
* Conducted ETL processes using Apache Kafka, enabling real-time data streaming and processing.
* Leveraged Microsoft Excel for advanced data manipulation and analysis, supporting ad hoc reporting and data requests.
* Utilized FTP/SFTP protocols for secure data transfer between internal and external systems, ensuring data security.
* Managed data warehouse solutions using AWS Redshift, optimizing data aggregation and reporting workflows.
* Performed data cleansing and quality checks using Python and SQL scripts, maintaining high standards of data integrity.
* Led team training sessions on the use of Tableau and AWS QuickSight, boosting analytical skills and data literacy among team members.

**Environment :** SQL, SPSS, competitive analysis techniques, CRM, Adobe Analytics, Tableau, Microsoft SQL, Python, ETL processes, AWS QuickSight, AWS S3, advanced analytics, data security measures.

**Client: Capital One, McLean, VA. Sep 2020 to Jun 2022**

**Role: Data Mining Specialist**

**Roles & Responsibilities :**

* Conducted extensive data analysis using SQL and Excel, improving financial strategies and operations.
* Developed predictive financial models using TensorFlow and PyTorch, enhancing risk assessment and investment planning.
* Applied Morningstar Direct and Portfolio Visualizer for backtesting and optimizing investment portfolios, ensuring alignment with strategic goals.
* Streamlined project-based financial models using Prophix for real-time budget variance analysis and operational planning.
* Managed financial modeling projects using Jupyter Notebook, allowing for interactive data analysis and collaborative development.
* Utilized MATLAB for complex financial computations, supporting quantitative analysis and algorithm development.
* Created comprehensive financial reports and dashboards using Power BI, providing executives with crucial real-time insights.
* Leveraged SAS Visual Analytics to create interactive dashboards, enabling dynamic exploration of healthcare KPIs and patient metrics.
* Designed and deployed visual workflows using SAS Enterprise Guide, simplifying complex analytics for non-technical stakeholders.
* Performed data mining using SQL and Python, uncovering hidden patterns and insights that informed business decisions.
* Utilized Azure Databricks for big data processing, facilitating more efficient data manipulation and analysis.
* Developed ETL processes using Apache NiFi, enhancing data integration and workflow automation.
* Managed data documentation and reporting processes in Confluence, maintaining transparency and regulatory compliance.
* Implemented financial forecasting models using PyTorch, aiding in the prediction of financial trends and market movements.
* Conducted regression analysis using R, providing detailed insights into customer behaviors and product performance.
* Leveraged Apache Spark for large-scale data processing tasks, optimizing the handling of extensive financial datasets.
* Utilized TensorFlow to develop deep learning models, enhancing capabilities in fraud detection and credit risk analysis.
* Streamlined data retrieval and management using Microsoft SQL Server, improving operational efficiency and data governance.
* Orchestrated the migration of historical financial data to Azure Cloud, ensuring enhanced security and scalability.
* Led training initiatives on the use of Python and Jupyter Notebook for the data analytics team, elevating their technical proficiency.

**Environment:** SQL, Python, Jupyter Notebook, TensorFlow, PyTorch, Microsoft Azure, Azure Databricks, Azure ML, and cloud technologies for data processing, analytics, automation, predictive modeling, and scalable architecture deployment.

**Client: Optimum Info System Pvt Ltd, India Nov 2017 to Aug 2020**

**Role: Database Analyst**

**Roles& Responsibilities :**

* Developed SQL queries for data integration, enhancing data accessibility and analysis across various platforms.
* Managed data transformations and cleansing using Oracle Data Integrator and Informatica, ensuring data quality and relevance.
* Utilized Apache NiFi and Kafka for real-time data streaming, enhancing data availability and decision-making processes.
* Conducted data analysis and reporting using Excel, providing insights to optimize business operations and strategies.
* Integrated various data sources and systems using XML, JSON, and FTP/SFTP, enhancing data interoperability and usability.
* Managed API integrations for seamless data exchange across platforms, utilizing RESTful APIs to streamline data flows.
* Optimized Linux systems for data operations and server management, improving system reliability and performance.
* Employed GIT for version control and collaboration across data projects, ensuring data integrity and team synchronization.
* Documented technical processes and data workflows in Confluence, providing clear guidelines and maintaining compliance.
* Implemented ETL workflows using SSIS, automating data processes and reducing manual data handling.
* Conducted performance tuning and optimization of database systems using SQL, enhancing system efficiency and response times.
* Leveraged Oracle Data Integrator for complex data transformations, supporting data integration projects effectively.
* Utilized Informatica for data synchronization across multiple databases, ensuring consistency and accuracy of data.
* Applied data cleansing techniques using SQL and Informatica, maintaining high standards of data purity and usability.
* Developed automated data pipelines using Apache NiFi, streamlining data collection and processing.
* Orchestrated data migration projects across different platforms, using FTP/SFTP for secure data transfer.
* Managed version control with GIT, facilitating effective change management and collaboration among development teams.
* Conducted training sessions on data integration tools and practices, enhancing team skills and knowledge in ETL processes.

**Environment:** SQL, SSIS, Oracle Data Integrator, Informatica, Apache NiFi, Kafka, Microsoft Excel, FTP/SFTP, API integrations, Linux, JSON, XML, and custom scripting for automation.

**Client: Teamlease Services Ltd, India Jun 2013 to oct 2017**

**Role: Data analyst**

**Roles & Responsibilities :**

* Managed PostgreSQL databases, optimizing data storage, retrieval, and security for application support.
* Developed SQL scripts for data querying and report generation, enhancing data accessibility for business analytics.
* Utilized Microsoft Excel for data manipulation and pivot table reports, supporting detailed data analysis tasks.
* Created visualizations and dashboards using QlikView and Power BI, aiding in data-driven decision-making.
* Managed Apache Hadoop and Spark environments for large-scale data processing, enhancing data analysis capabilities.
* Documented data processes and analytics outcomes, ensuring clarity and continuity in project documentation.
* Implemented data versioning and control using GIT, maintaining data integrity across multiple development stages.
* Developed and maintained Informatica workflows for data integration, ensuring seamless data flows across systems.
* Conducted data analytics and reporting to support business implementations, utilizing SQL and Excel for detailed insights.
* Leveraged visualization tools like QlikView for effective data presentation to non-technical stakeholders.
* Optimized data processing workflows using Apache Spark, improving performance and reducing processing times.
* Utilized Hadoop for storing and analyzing big data sets, enabling effective handling of large volumes of data.
* Managed data integrity and security protocols, ensuring compliance with IT standards and business requirements.
* Provided training on data management and visualization tools, enhancing team capabilities in data handling.
* Facilitated data migration from legacy systems to modern databases, ensuring data accuracy and system compatibility.

**Environment :** PostgreSQL, QlikView, Apache Hadoop, Apache Spark, GIT, Power BI, Informatica.