Alireza Hanifi
Data Engineer

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About Me

I am a Data Analyst and Business Intelligence (BI) Developer passionate about using data to make businesses run smoother. I am always eager to learn new skills and technologies to improve my work. I excel at collaborating with others to translate data into clear insights that drive better decision-making. I am a problem-solver who loves optimizing processes and boosting efficiency.

Experience

blu Bank   Tehran, Iran
Business Intelligence Developer   *Jan 2024 - Present*

- Refactored Apache Airflow pipelines (20+ DAGs, 40+ tables) and implemented a star schema for efficient data analysis.
- Tuned PostgreSQL performance using indexing and data storage strategies.
- Empowered product managers with actionable insights for Box & PFM products by creating Metabase dashboards and defining key metrics.
- Ensured marketing campaign effectiveness through pre-launch validation, in-campaign monitoring, and post-campaign analysis.

Mofid Securities   Tehran, Iran
Business Intelligence Analyst   *Sep 2022 - Dec 2023 (1 yr 4 mos)*

- Redesigned and implemented data models and algorithms to clean, transform, and validate data, saving up to 2 hours of daily work.
- Created and maintained over 50 dashboards using tools such as Tableau and Grafana, effectively communicating complex data findings.
- Collaborated with cross-functional teams to define data requirements and interpret results, driving data-driven decision-making.

HamTech   Tehran, Iran
Artificial Intelligence Intern   *Aug 2022 - Oct 2022 (3 mos)*

- Developed InsightiFi, a tool utilizing machine learning algorithms and technical analysis for investment insights, leading to increased profits.
- Deployed the product using Docker to create a prediction service and API with FastAPI.
- Facilitated the process by communicating business requirements and providing comprehensive instructions.

Mofid Academy   Tehran, Iran
Finance Intern   *Jul 2022 - Sep 2022 (3 mos)*

- Acquired expertise in TSE and trading tools, and gained familiarity with CRM skills.
- Contributed to research projects on applying AI in finance and data analysis on investment fund portfolios.

Education

Isfahan University of Technology   Isfahan, Iran
B.Sc. in Mechanical Engineering   *Sep 2015 – Feb 2020*

Courses

Digital Product Management (Bozhan school) [In Progress]

Deep Learning Specialization by Andrew Ng (Coursera.org) [Certified]

Machine Learning with Python by Jadi (Maktabkhooneh.org) [Certified]

SQL for Data Science (Coursera.org) [Certified]

Linux (Quera.org) [Certified]

Technical Skills

Data Science: Data Analysis, Data Visualization, Reporting & Analysis, Data Engineering, Machine Learning
Tools: Python (Scikit-learn, Pandas, NumPy, Matplotlib, FastAPI), JavaScript (Apache ECharts), Tableau, Grafana, PostgreSQL, Microsoft SQL Server, Docker
General Tools: Git, Microsoft Office, Confluence, Jira, Trello
Languages: English (Fluent), Persian (Native)