

# Alireza Hanifi

## Data Engineer | BI Developer

Tehran, Iran | (+98) 938-338-5818 | a.hanifi1375@gmail.com  
linkedin.com/in/Alireza-Hanifi | github.com/AlirezaHanifi | AlirezaHanifi.github.io

### ABOUT ME

I'm a BI Developer with more than 2 years of experience, dedicated to leveraging data to solve business challenges. As I progress in the data realm, I aim to shift into a Data Engineer role. Building data pipelines and managing substantial datasets has motivated me to pursue complex data infrastructure tasks.

### EXPERIENCE

#### blu Bank

Tehran, Iran

*Business Intelligence Developer*

*Jan 2024 - Present*

- Built and improved Airflow pipelines (20+ DAGs, 40+ tables) and implemented a star schema for efficient data analysis.
- Optimized PostgreSQL performance with indexing and storage strategies, reducing table sizes by up to 80% and improving query response times by up to 50%.
- Developed Metabase dashboards and defined key metrics, providing product managers with actionable insights for the Box and PFM sections, leading to nearly 100% new user acquisition for these features within 3 months.
- Enhanced marketing campaign effectiveness through pre-launch validation, in-campaign monitoring, and post-campaign analysis, resulting in a 2% increase in deposits with the round-up campaign.
- Collaborated effectively with cross-functional teams to ensure alignment on data requirements and interpretations, fostering data-driven decision-making across departments.

#### Mofid Securities

Tehran, Iran

*Business Intelligence Analyst*

*Sep 2022 - Dec 2023 (1 yr 4 mos)*

- Revamped and implemented data models and algorithms to clean, transform, and validate data, reducing daily workload by up to 2 hours.
- Designed and managed 50+ dashboards using tools like Tableau and Grafana, effectively communicating complex data insights.
- Partnered with cross-functional teams to define data needs and interpret results, facilitating data-driven decision-making.

#### Mofid Academy

Tehran, Iran

*Finance Intern*

*Jul 2022 - Sep 2022 (3 mos)*

- Mastered Tehran Stock Exchange and trading tools, and improved proficiency in CRM skills.
- Contributed to research projects applying AI in finance and conducted data analysis for investment strategies.
- Developed strong analytical abilities and efficient scheduling through research and analysis of financial data, supporting investment strategy development.

### EDUCATION

#### Isfahan University of Technology

Isfahan, Iran

*B.Sc. in Mechanical Engineering*

*Sep 2015 - Feb 2020*

### TECHNICAL SKILLS

**Languages:** Python (FastAPI, Matplotlib, NumPy, Pandas, Polars, Seaborn), SQL, Bash

**Data Technologies:** Airflow, Spark, Kafka, PostgreSQL, Oracle, ClickHouse, MongoDB, Minio

**Data Engineering:** ETL, Data Modeling and Design, Performance Tuning

**Tools:** Docker, Git, Grafana, Tableau, Confluence, Jira, Trello

**Additional:** Machine Learning, Data Analysis and Visualization, Reporting

**Languages:** English (Fluent), Persian (Native)

## COURSES

---

Digital Product Management (Bozhan)

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

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

SQL for Data Science (Coursera) [Certified]