

Anum Zehra

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CAREER SUMMARY

- 8+ years of experience as data engineer, data analyst and Power BI developer.
- Extensive experience in Power BI report building with data modeling, analyzing and visualizing data using DAX, Power Query and Power Pivot.
- Proficient in effective team communication for project completion.
- Capable to complete a project with minimal supervision.
- Good analytical and problem-solving skills.
- Good skills in project management, understanding user requirements, data designing, modeling and building interactive dashboards.
- Collaborated with various departments to develop customized solutions for their business requirements including Finance, HR, Operations and Marketing.
- Led Projects with strong team collaboration from project initiation to completion.
- Effectively manage multiple tasks with proper time management and prioritization.
- Flexible in adjusting to the new environments and proficient at adapting and utilizing emerging technologies.

EDUCATION

BE Computer and Information Systems Engineering – NED University of Engineering and Technology, Karachi, 2016

PROFESSIONAL EXPERIENCE

**CONSULTANT – DATA ANALYTICS
SYSTEMS LIMITED
NOVEMBER 2022 – PRESENT**

Responsibilities:

- Providing project deliverables in strict deadlines with role managements.
- Working on Power BI architecture.
- Coordination with ETL team, testing data and using them in SSRS and Power BI.
- Developing Dashboards for business users in MS Power BI.

Projects:

- **British American Tobacco (BAT)**
 - Creating Power BI dashboards and resolving client reported issues.
 - Writing SQL queries to fetch the data from Snowflake tables.
 - Processing and loading the data into the Data Warehouse (DWH) as provided by the product owners.
 - Preparing and formatting the data as required and delivering it to the Data Science and Power BI teams with continuous assistance and support.
 - Coordination with the client to conduct testing and validation of the reports.
 - Participating in daily and weekly meetings with clients, stakeholders, and business teams to gather and understand requirements, following agile methodologies.

- **Environment:**
 - **Tools and Technologies:** MS Power BI, DAX, Power Query and Snowflake
- **Sciensus - HealthCare (United Kingdom)**
 - Developing Power BI dashboards and fixing the issues reported by the client.
 - Coordination with ETL and QA teams to complete the assigned tasks.
 - Developing SSRS Reports.
 - Writing SQL queries to fetch the data from data warehouse.
- **Environment:**
 - **Tools and Technologies:** MS Power BI, DAX, Power Query and MS SQL Server

THE CITIZENS FOUNDATION – HEAD OFFICE
ASSISTANT MANAGER – SOFTWARE DEVELOPER
FEBRUARY 2016 – NOVEMBER 2022

Responsibilities:

- Working on Power BI architecture.
- Administration of Power BI including configuration, connectivity, high-level documentation, and user management.
- Providing supervision to the subordinates and training fresh hires.
- Providing project deliverables in strict deadlines.
- Involvement in project planning phase and tracking project progress.
- Responsible for delivering end to end project.

Projects:

- **Donations Dashboard**
 - It shows portfolio wise, month wise and financial year wise donations which include local and international donations.
 - It displays month wise total donations in the current financial year with a comparison to previous financial year.
 - Effectively communicated to the business users for project completion and testing.
 - Built ETL pipelines to perform the data transformation from transactional system (CRM) to data warehouse.
 - This report is used by Resource Management Department.
- **Student Dashboard**
 - It shows session wise enrollment, monthly attendance and operational utilization of the students.
 - It shows gender wise attendance and utilization indicating any particular gender is lacking in attendance in any region, area or school.
 - This report is used by Operations Department.
 - Built ETL pipelines to perform the data transformation from transactional system (School Management System database) to Data warehouse.
- **Region/ Area Review Dashboard**
 - Developed dashboard for TCF management to review region and area level performance throughout the current session.
 - It displays student results, ratio of passed and failed students to highlight the areas and schools which require more attention.

- This report is used by Operations Department.
- Effectively communicated to the business users to satisfy their business needs.
- **Attrition Dashboard**
 - It shows region, area, school, office and session wise attrition of TCF.
 - It displays tenure wise, job grade wise and department wise attrition which helps in seeking the reasons of employee dissatisfaction in particular areas.
 - This report is used by HR department.
 - Collaborated with end users to meet their business needs.
- **Employee Leaves Dashboard**
 - It consists of monthly and daily employee reports for all the employees of organization.
 - It shows the number of leaves taken by the employees.
 - Guided HR team members to fetch the data from the reports for their further analysis.
 - Built ETL pipelines to perform the data transformation from transactional system (Leave Management System, SharePoint list) to Data warehouse.
- **Environment:**
 - **Tools and Technologies:** MS Power BI, DAX, Power Query, MS SQL Server, Python

CERTIFICATIONS

- **Microsoft Certified: Fabric Analytics Engineer Associate** (Issued in Oct 2024)
- **Microsoft Power BI Data Analyst Associate** (Issued in July 2023).
- **Microsoft Power Platform Fundamentals** (MS Power Apps, MS Power Automate, MS Power BI, issued in March 2021).
- **Microsoft Azure Data Fundamentals** (Issued in March 2023).
- **The Advanced SQL Server Master Class For Data Analysis** (A course by Udemy issued in May 2023)
- **Recognition Award by TCF Management** in 2022 for Leave Request Application Development.