ASHFAQUL (ASH) HAQ

DATA ANALYTICS LEADER

US Citizen

Queens, NY 11106   (323) 892-1274   Ashfaqul.Haq@asu.edu   www.linkedin.com/in/ashfaqulhaq/

Objective

Highly analytical and strategic professional seeking analytics focused senior IC or people leader role to leverage 11+ years of experience across data analytics, data science, risk management, & compliance

Summary

- **Domain:** 11+ years of analytics experience in finance, IT, education, & healthcare industries
- **Expertise:** GenAI, Business Intelligence, Marketing Analytics, Product Analytics, Finance, Risk, Data Science, Compliance
- **Technical Skills:** SQL, Tableau, Hive, SAS, Excel, AWS, R, Python
- **Leadership:** 4+ years of experience in managing, mentoring, and leading teams

Skills & Professional Qualifications

- Business Intelligence
- A/B Testing
- Data Analysis
- Data Science
- GenAI

- Statistical Analysis
- Strategy Planning
- Risk Management
- Machine Learning
- Marketing Analytics

- SQL, T-SQL, SAS, R, Python, UNIX/Linux, Spark
- Redshift, Snowflake, Hadoop, Hive
- Tableau, Power BI, AWS, Azure, Excel
- Forecasting, Data Modeling, Predictive Analytics
- Databases, Data Mining, Program Management

Career Highlights

- **Data Infrastructure:** Led development of centralized data infrastructure resulting in C-level dashboards and enterprise wide use
- **Project Management:** Led multi-year global compliance risk project ensuring business continuation and minimizing risks
- **Analytical Insights:** Increased profitability of marketing spend while collaborating with C-levels of a large retail client

Professional Experience

Google – New York, NY
July 2022 – Present

Associate Principal Data Analyst – Trust & Safety Analytics & Strategy

Leading compliance strategy implementation and ensuring safe AI products for users through analytics, testing, & workflows

- Led multi-year global compliance risk projects for 16+ products improving trust & safety for **1bn+ users** and **saving $28bn+** of fines
- Developed new **SQL data infrastructure** supporting 16+ products with automated regulatory reporting for 11k+ high risk incidents
- Achieved safety for **6+ GenAI** multimodal product launches through guardrail, risk assessment, A/B testing, SQL, Policy Enforcement
- Led xfn communications and project roadmap across **70+ stakeholders including VPs** through efficient program management

Wells Fargo – New York, NY
May 2020 – July 2022

VP, Lead Data Analyst – Compliance Risk Analytics

Providing 2nd line of defense to ensure compliance management in data management, customer experience, and performance

- Successfully led project management and developed analytics, reporting, and dashboard of 311+ control testing for compliance and regulatory risks resulting in business continuation of **$1.7tn+ assets across 12+ product lines with 99.2% on-time rate**
- Utilized SQL, Tableau, Python, SAS, Excel, & Data Mining to provide 53+ reports from various data sources to track risk metrics
- Launched reporting automation resulting an average of 5+ hours saved per report resulting in **23%+ increased productivity**

Axcess Financial – Cincinnati, OH
March 2019 – May 2020

Lead Data Analyst – Credit Risk Analytics

Leading, managing, and executing continuous credit risk improvement strategies for a consumer lending portfolio

- Owned, developed, and managed the analytics for credit performance & monitoring, underwriting policies, dashboard, reporting, and presentations for **$1bn+ consumer lending** portfolio by using **Snowflake, Tableau, SQL, AWS, Excel, SAS, PPT**
- Launched strategies resulting in **6.8% increased portfolio** while reducing losses by collaborating with executives and risk team
- Developed a **robust data architecture** from 7+ databases improving dashboard TAT, data management, and data governance
- Led a **team of 4 analysts** by training them on query optimization, data management, visualization, and business insights

American Express – New York, NY
March 2017 – January 2019

Finance Analytics Manager – Financial Risk Analytics

Guiding execs on risk management and financial planning through accurate loss forecasting of commercial lending portfolio

- Owned the planning, forecasting, financial modeling, reporting, dashboard, and analytics of loss forecasting, provision and credit reserves for 7+ products with **$2bn+ commercial lending** portfolio by using Excel, PPT, SQL, SAS, Hive, & Tableau
- Presented **insights to SVPs** and Credit Officers of Business, Risk, and Finance for xfn product planning and performance forecasting

Product Analytics Manager – Strategy Analytics
Leading analytics for business development strategies through xfn collaboration for a consumer lending portfolio
- Provided strategic insights for **$1.5bn+ consumer lending** portfolio to senior management from reports and dashboard created using Tableau, Hive, SQL, Cornerstone, Hadoop, Excel, SAS, Python, Spark for product performance improvement
- Managed 4 analysts responsible for data pipeline, data engineering, and dashboard development using SCRUM (Agile) approach
- Led deep dive xfn product analytics for metrics & KPIs in performance, pricing, risk, marketing, CX, & CS

Marketing Data Scientist - Strategic Marketing Analytics
Leading analytics and guiding strategies to maximize profitability on marketing spend for a large retail client
- Achieved **7%+ incremental profitability** through marketing mix modeling and campaign analytics using SQL, SAS, Excel, UNIX
- Presented business intelligence and marketing strategy to VPs and C-levels of a retail client with **$30bn+ sales & 35m+ customers** through incrementality analysis, A/B testing, lift analysis, attribution modeling, predictive modeling, and performance metrics KPIs

Contract Roles – Phoenix, AZ   May 2012 – February 2017

Arizona Department of Health Services *(Data Analyst)*   *August 2016 – February 2017*
- Developed 106+ quality metrics for reporting process improvement using **complex SQL querying** in Oracle, MicroStrategy

Arizona State University *(Insight Specialist)*   *October 2015 – May 2016*
- Presented an improved hiring **process to C-level** using 3 cost-benefit analyses for an organization of 23k+ employees

Shareworks by Morgan Stanley *(Reporting Analyst)*   *April 2014 – December 2014*
- Resolved 500+ reporting issues of a SaaS reporting product using SQL, Advanced Excel to help achieve correct KPI & metrics

Arizona State University *(Business Operations Analyst)*   *May 2012 – December 2013*
- Optimized data management and ad hoc reporting of Advanced Excel spreadsheets for 3360+ purchases, 1100+ inventory

Data Science Projects

Data Science Classification Kaggle Project   **January 2016 – May 2016**
- Predicted crime category for Kaggle project of 900k+ observations by using R, Tableau, Azure ML to **generate statistical insights** for improved preparedness of police enforcement

Education

Master of Science in Business Analytics (MSBA) - Arizona State University, Tempe, AZ
- Decision Modeling, Marketing Analytics, Optimization, Data Science, Statistics, Data Mining, Analytics Strategy

Bachelor of Science in Supply Chain Management & Marketing - Arizona State University, Tempe, AZ
American Express & Harvard Certificate in Leadership Excellence

Hobbies & Interests

- **Travel:** Adventurous solo and group traveler focused on approaching it with optimized routing, proper budgeting, flexibility
- **Cricket:** Team player focusing on constant skill development, team bonding and growth
- **Researcher:** Extensive thirst for knowledge and to utilize them for financial market predictions and portfolio growth