

Personal Info

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House No#3-B, Street No#7, Block-D Naval Anchorage , Islamabad, 44000, Pakistan

Nationality
Pakistan

Skills

- Data Analysis
- Data Visualization
- Teamwork
- Data-driven Decision Making
- Problem Solving
- SQL
- Power BI
- Microsoft Excel
- Leadership and Team Management
- Performance Metrics and KPI Tracking
- Communication
- Innovation and Continuous Learning
- Customer Behavior Analysis

Languages

- English
- Urdu

Muhammad Ali Sufi

Data Analytics Manager | Performance Metrics Analyst!Data-driven Insights Specialist

Experienced and results-oriented Data Enthusiast with a strong background in business intelligence, data analytics, and team leadership. Proven track record in driving business growth through strategic data-driven insights and innovative solutions. Adept at leading cross-functional teams to design, develop, and maintain data models, dashboards, and reports to support effective business decision-making. Skilled in collaborating with stakeholders to understand challenges and opportunities, ensuring data accuracy and integrity across systems. Possesses a comprehensive understanding of industry trends and emerging technologies related to business intelligence and data analytics. Highly committed to staying at the forefront of new analytics tools to optimize growth strategies.

Work Experience

- Head Of Business Intelligence, Bakhabar Kissan, Islamabad, Pakistan
- August 2022 - Present
- Developed and executed the overall business intelligence strategy for the company.
 - Leading a team of data analysts and data engineers to design, develop, and maintain data models, dashboards, and reports.
 - Collaborated with cross-functional teams to understand business challenges and identify opportunities for data-driven insights.
 - Regularly report growth metrics and progress to stakeholders, ensuring alignment with overall business goals.
 - Drive business growth by identifying and analyzing customer segments, and formulating acquisition and retention plans.
 - Ensured data accuracy, consistency, and integrity across all systems and data sources.
 - Developed and maintained strong relationships with key stakeholders to ensure alignment on data and analytics initiatives.
 - Leverage data analytics, and customer behavior analysis to identify trends, opportunities, and areas for improvement, informing growth strategies and optimizing marketing campaigns.

- Stayed current with industry trends and emerging technologies related to business intelligence and data analytics.
- Developed and delivered training programs to promote data literacy across the organization.

Manager Data Analytics, Telenor Pakistan, Islamabad, Pakistan

July 2018 - July 2022

- Directed a team of analysts to gather, examine, and interpret business data so they can make recommendations and inferences.
- Established and kept track of KPIs and metrics to gauge business performance.
- To track business performance, developed and updated dashboards and reports.
- Worked with cross-functional teams to apprehend business demands and provide solutions.
- Generated and kept up-to-date predictive models to spot trends and project business outcomes.
- Evaluated areas where process improvements and efficiency can be achieved.
- Developed and managed data governance policies and procedures to ensure the data's quality and accuracy.
- Delivered concise and clear conclusions and suggestions to senior management.
- In collaboration with senior leadership, ended up creating and put into exercise data-driven strategies.
- Kept abreast of market developments and new tools for analytics and insights

Assistant Director Business Insights and Analysis, Telenor Microfinance Bank, Islamabad, Pakistan

October 2014 - June 2018

- Managed a team of analysts to gather, examine, and interpret business data, so they can make conclusions and suggestions.
- Created and kept track of Key process Indicators and metrics to gauge business performance.
- To track business performance, created and maintained dashboards and reports.
- Work with cross-functional teams to comprehend business requirements and offer solutions.
- To identify trends and forecast business outcomes, developed and maintained predictive models.
- Determine areas where process improvements and efficiency can be achieved.
- To guarantee the quality and accuracy of the data, created and maintained data governance policies and procedures.
- Delivered clear and succinct insights and recommendations to senior management.

- Developed team members' skills and knowledge by coaching and mentoring them.

Business Analytics and Insights Expert, Telenor Pakistan, Islamabad, Pakistan

May 2012 - September 2014

- Collected, analyzed, and interpreted business data to provide insights and recommendations to stakeholders
- Developed and maintained KPIs and metrics to measure business performance
- Collaborated with cross-functional teams to understand business needs and provide solutions
- Build and maintained dashboards and reports to monitor business performance
- Develop and maintain predictive models to identify trends and forecast business outcomes
- Identified opportunities for process improvements and efficiency gains
- Analyzed market trends and competitive landscape to inform business strategy
- Developed and maintained data governance policies and procedures to ensure data quality and accuracy
- Communicated insights and recommendations to stakeholders in a clear and concise manner

Customer Analytics Specialist, Telenor Pakistan, Islamabad, Pakistan

November 2010 - April 2012

- Conducted research and analysis of customer data to identify patterns and trends in customer behavior
- Developed and maintained customer segmentation models and strategies
- Monitored and analyzed customer engagement and activity across various channels
- Collaborated with cross-functional teams, such as Marketing, Sales, and Product, to optimize customer acquisition, retention, and loyalty
- Developed and maintained customer journey maps and touchpoint analyses
- Analyzed customer feedback and sentiment to identify areas of improvement
- Developed and maintained KPIs and metrics to measure customer success and ROI
- Provided recommendations and insights to leadership on customer experience strategies and initiatives

Revenue Assurance Analysis Specialist, Telenor Pakistan, Islamabad, Pakistan

July 2007 - October 2010

- Analyzed revenue streams and identified potential revenue leakage points

- Conducted audits of financial records to ensure the accuracy of revenue recognition
- Developed and implemented revenue assurance processes and controls to ensure revenue accuracy
- Worked with cross-functional teams to identify and resolve revenue-related issues
- Monitored revenue performance against targets and identify areas for improvement
- Prepared revenue reports and present findings to senior management
- Collaborated with external auditors to ensure compliance with regulatory requirements
- Provided training and guidance to employees on revenue assurance processes and controls
- Participated in system and process improvement initiatives related to revenue assurance

Senior Finance Executive Revenue Assurance Analyst, Ufone Pakistan, Islamabad, Pakistan

February 2005 - June 2007

- Analyzed electronic transactions to ensure accuracy and completeness of billing.
- Investigated and resolved billing discrepancies and exceptions.
- Identified and mitigated risks related to revenue leakage, such as fraud, mis-configurations, and system errors.
- Developed and maintained revenue assurance controls to improve billing accuracy and reduce risks.
- Monitored key performance indicators related to revenue assurance, such as billing accuracy, cycle time, and dispute resolution time.
- Worked with cross-functional teams, including IT, Finance, and Operations, to identify root causes of billing issues and develop solutions.
- Provided training and guidance to stakeholders on revenue assurance controls and processes.
- Ensured compliance with internal controls, policies, and regulatory requirements.
- Stayed current with industry trends and emerging technologies related to revenue assurance.

Education

Bachelors Of Science in Information Technology , University Of South Alabama

January 1997 - May 2003

Hobbies

Hiking, Trailing, Body Building, National Geographic, Animal Planet, Tennis, Table Tennis

Courses

Knime Professional Certification, Dice analytics
February 2020 - March 2020

SQL Hacker Rank Certification, Hacker Rank
April 2021 - June 2021

**Microsoft Power BI Desktop for Business Intelligence (2023),
Udemy**
June 2023

Honor Awards

Telenor Pakistan Honor Awards
January 2021 - March 2021
Employee of the quarter

Telenor Pakistan Honor Awards
July 2020 - September 2020
Employee of the quarter

Telenor Pakistan Honor Awards
July 2019 - September 2019
Employee of the quarter

Telenor Pakistan Honor Awards
January 2018 - March 2018
Employee of the quarter

Telenor Pakistan Honor Awards
April 2016 - June 2016
Employee of the quarter