Mohsin Ehsan
Business Analyst

I possess 7 years of experience in Business Intelligence and Business Analysis

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Oakville, Canada 📍

github.com/Mohsin7777

WORK EXPERIENCE

Data Analyst
Freelance

09/2019 – Present   *Remote*
Tasks:

- Analyzed data from multiple platforms for Business Intellgience
- Supported presentations for leadership teams in a startup environment
- Helped define the scope of new product concepts
- Provided analytical support to UI/UX teams

Senior Business Analyst
Rogers Communications

11/2015 – 04/2019   *Toronto, Canada*
Tasks:

- Functioned as the analytics prime for Roaming, Device Protection, Value packs, Long Distance, SMS & WHP
- Leading cross-functional teams, involving internal and external stakeholders, in building operational processes. Regularly working with IT, Marketing, Sales, Finance and other departments
- Conducted deep-dives & analytical studies relating to Sales, Attach, Financials, Promotions, PIRs etc.
- Responsible for creating and automating a multitude of reports (Weekly, Monthly, YTD)
- Employed SQL Server and SAS EG to extract data from Oracle and Hadoop databases, while utilizing Excel data connections for automated report outputs

Database Developer
Cossette Media

03/2015 – 11/2015   *Toronto, Canada*
Tasks:

- Data Prime for Telus account and support for Koodo and Sick Kids; created, managed, and optimized Email Campaigns
- Worked with MS SQL Server and Sales Force (Exact Target) to manage small to medium sized databases, stored procedures, ETLs and deployment systems
- DBA tasks, maintenance of existing processes, creating and scheduling new processes; reporting and Analytics relating to Email Campaigns

Analyst
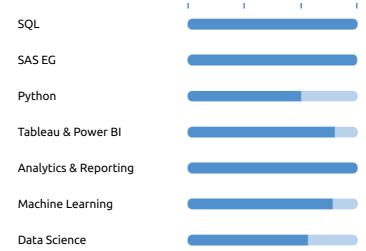## Rogers Communications

05/2011 – 08/2014   *Toronto, Canada*
Tasks:

- Functioned as SME for AppleCare+, Device Protection, Valuepacks and Rogers Portal
- Created and maintained comprehensive sales reporting for Weekly/Monthly Sales reports
- Primary contact for Apple for AppleCare+ batch process

SKILLS

- SQL
- SAS EG
- Python
- Tableau & Power BI
- Analytics & Reporting
- Machine Learning
- Data Science
- Big Data/Hadoop
- Business Analysis

HONOR AWARDS

Performance Award (12/2018)
Rogers Communications

- Awarded for my performance by Senior VP of Product Management and vendor (BrightStar) for rebuilding and improving Device Protection's enrollment process

ACHIEVEMENTS

'Sleeper Report' for Roaming - Rogers (2019)
Built a new process, leveraging Hadoop/Big Data sources, to revolutionize insights into International Roaming

VP/DP Repricing - Rogers (2018)
Created the back-end logic for harmonization and migration of Valuepack/Device-Protection re-pricing model, resulting in $20+ million increase in revenue

Voicemail Fallback project - Rogers (2017)
Fixed over 800,000 customer voicemails, by creating and implementing a logical fix for a 'fallback' soc

Device Protection Batch Enrollment - Rogers (2014)
Created the entire batch enrollment logic and script for Rogers Device Protection, a new product that eventually grew to over $100 million in gross annual revenue

AppleCare+ Batch Enrollment - Rogers (2013)
Worked with Apple to fulfill contractual obligation to build the batch enrollment process, using SQL Server and without IT support

EDUCATION

B.A. Honors
University of Toronto

2009