Mojgan Afzalinejad

SSENIOR BI & DATA ANALYST

Phone: 4385259978
Email: afzalinejad.mo@gmail.com
Address: 125 Rue Lavigne, L'ile Bizard
LinkedIn: https://www.linkedin.com/in/mojgan-afzalinejad/

Summary

As a Senior Data Analyst, I transform raw data into meaningful insights that highlight trends, optimize processes, and support strategic decision-making. With extensive experience in Power BI, I develop interactive dashboards that allow stakeholders to easily monitor key performance metrics.

From an analytical standpoint, I specialize in KPI analysis and translating complex data insights into clear, intuitive visualizations. To support this, I design data models aligned with business requirements and write efficient DAX expressions to enable accurate BI reporting.

On the data engineering side, I build and automate ETL workflows using Azure Data Factory and SSIS, ensuring consistent, high-quality data delivery. Additionally, I bring strong knowledge of data warehousing principles, including dimensional modeling, star and snowflake schema design, and the creation of optimized fact and dimension tables to support robust BI solutions.

Work Experience

Senior Data Analyst   **December 2021-present**

Bixler's, Montreal,

- Gather business requirements from stakeholders and defined aligned data and reporting strategies.

- Translate business needs into scalable data models, using DAX to create calculated columns and measures.

- Create data pipelines using SSIS to integrate data from multiple sources into the data warehouse.

- Analyze and refine existing SQL queries to optimize data retrieval and reporting.

- Conduct exploratory data analysis to identify trends and correlations within sales datasets.

- Develop Power BI dashboards to compare budget vs. actuals, forecast accuracy, and key profitability metrics.

- Collaborate with finance team by validating data accuracy and ensuring alignment between BI reporting and financial statements.

- Perform customer segmentation using SQL queries based on behavioral data.

- Analyze customer purchase behavior patterns and provide insights for marketing initiatives.

Data Analyst   **Oct 2019- Nov 2021**
TEK Polymer, Montreal,

- Implemented validation rules and quality checks on datasets to identify anomalies, inconsistencies, and missing values.

- Developed SQL queries and stored procedures to enhance ETL workflows.

- Built Azure Data Factory pipelines to transfer data from multiple source systems into the data warehouse.

- Analyzed sales data to identity patterns, translated insights into measurable initiatives.

- Created KPI dashboards using Power BI to track performance metrics.

- Monitored and analyzed website traffic and user behavior using Google Analytics.

- Reconciled financial data between the ERP system and the data warehouse.

Academic History

Concordia University

Master of Industrial Engineering / GPA : 4   2019 – 2021

Azad University

BSc in Electronic Engineering.   2003 – 2007

Skills and Tools

- Strong communication skills, enabling effective collaboration with cross-functional teams.

- Identifying data correlations and trends within transactional and behavioral data sets.

- Creating BI dashboards for cash flow and profitability metrics.

- Experienced in translating financial & operational KPIs into clear and executive-level reports.

- ETL & Data integration: SSIS, Azure Data Factory.

- Data Visualization tools: Power BI, Looker Studio.

- Data transformation; Power Query, DAX

- Advanced SQL coding skills for data processing, data retrieval, and transformation.

- Data Warehousing principles; OLTP/OLAP, dimensional modeling.

Certification

- Google Data Analytics Professional Certificate.
- Microsoft Power BI Desktop for Business Intelligence.
- SSIS Server Integration Services.
- Business Intelligence Analysis Course.
- Advanced SQL server masterclass.
- Data Analysis with Pandas and Python.