

# Syed Naveed Hussain J.



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## Experience Summary:

**Strategic Consulting Manager** with extensive experience in Data & BI, specializing in the intersection of data engineering, advanced analytics, and AI-driven strategy. Expert in architecting scalable data pipelines using **Big Query, Databricks, and GCP**, while leveraging **AI-enhanced Business Intelligence** tools to accelerate data-driven decision-making. Proven track record of bridging technical and commercial gaps by translating complex stakeholder needs into precise **JIRA user stories**. Adept at utilizing **GA4, Quantum Metric, and automated reporting frameworks** to optimize digital customer journeys and provide real-time, actionable insights in a fast-paced aviation environment.

## Core Competencies (Skills Matrix):

**Requirements Engineering:** Cross-program Dependency Management, Elicitation (Workshops/Interviews), Traceability Matrices, User Story Mapping.

**Data Analysis & Reporting Skills:** Ability to analyze complex data, performance metrics, and revenue reports. Proficiency in tools like SQL, Excel, and BI platforms for generating insights.

**Modeling & Tools:** Visio/Lucid chart, JIRA/Confluence, Miro board.

## Technical Skills:

<i>Hands On Experience</i>	<i>Tools</i>
Data Visualization Tools	Microsoft Power BI, Tableau, Looker Studio
Web Analytics Tools	Google Analytics (Certified), Quantum Metrics, Adobe Analytics
Data Warehouse	GCP/Big Query, Azure/Databricks
Google Marketing Platform	Ads, Analytics, Merchant Center, Mybusiness, Search Console, Tag Manager, Data Studio
Cloud Platforms	Microsoft Azure (Certified), AWS (EC2, Lambda, IAM)

## Experience:

**Consulting Manager** @Cognizant | Client – Lufthansa Group (Airlines) | June 2024 - Present

- **End-to-End Data Leadership:** Orchestrated the full data lifecycle—from engineering robust pipelines in Big Query and Databricks to delivering actionable insights via Tableau and Power BI—optimizing decision-making for Lufthansa Group stakeholders.
- **Strategic Requirement Engineering:** Bridged the gap between technical teams and business units by translating complex needs into high-quality JIRA user stories and comprehensive Confluence documentation, ensuring 100% alignment on project deliverables.
- **Digital Experience Optimization:** Leveraged GA4 and Quantum Metric to analyze digital customer journeys, identifying friction points and driving data-backed enhancements to the user experience across group platforms.

- **Scalable Data Architecture:** Designed and managed cloud-based data solutions within Google Cloud Console, utilizing Power Query and SQL to streamline data transformation and improve reporting efficiency.
- **Cross-Functional Project Management:** Led complex consulting engagements by integrating technical data engineering with business intelligence, delivering scalable analytics frameworks that support long-term commercial goals.

**Senior Consultant** @Cognizant | Client – Qatar Airways (Airline & Cargo) | June 2022 – May – 2024

- Managing complex CR's (change requests) and translating business language into technical terms with development teams
- Gathering requirements & interviewing stakeholders for qrcargo.com (Digital Lounge) website development and process improvements
- Excel in **JIRA, Confluence & Azure DevOps (ADO) project management tool** to manage, record defects and enhancements until the successful delivery of all the issues.
- Integration & Testing of new features for qrcargo.com (Digital Lounge) such as:
  - o **Allotment Dashboard** Module integration
  - o **Production issues**
  - o **A Guided chat support** (Salesforce Einstein) for our customers to ease customer service support by automation
  - o **Quotation Module** integration with Salesforce CPQ

**Lead Business Consultant** @Perficient US | Clients – **Omron** (Industrial Automation) & **Reckitt** (Healthcare) | February 2022 – November 2022

- **Gathering requirements** from various back-end systems to have a single UI to connect all the systems together and work efficiently using **de-coupled architecture**.
- Liaise with commercial teams to define requirements and then collaborate with development and design to kickstart projects based on agile methodologies
- Regularly conducted **performance analyses**, gathered customer **feedback**, and initiated program improvements, maintaining program relevance and effectiveness
- Initiated and executed a **targeted referral program**, resulting in a **29% increase** in new program sign-ups within 3 months
- Well-versed with various platforms and ERP tools such as **Oracle JD Edwards, Shopify, Salesforce CRM, Magento and Microsoft Dynamics**
- Pro-active on **JIRA project management tool** on everyday basis from creating, managing and delivering successful results.

**Project Manager** @Computer Station Co. | Domain – eCommerce App & Parking Automation | July 2021 – February 2022

- End-to-end product life cycle journey of **Easy Pay (Online Payment services) App** development (Insabelle-luxury retail)
- Plan and execute the digital marketing and content calendar to drive acquisition, retention, awareness and engagement across both organic (**SEO/Social**) and paid channels (**PPC/Google Shopping/Display/Paid Social**)
- Contacting and arranging communications development between **3rd parties' site**
- Liaise with commercial teams to define requirements and then collaborate with development and design to kickstart projects based on **agile methodologies**
- Tracking & recording defects, bugs, enhancements using **JIRA tool**

**Project Manager** @Mekdam Holding Group | Domain – eCommerce & Security | November 2020 – July 2021

- Manage the product life cycle from initial strategy and conception to delivery
- Produce specifications, user stories and all relevant documentation to enable the development of both [web and mobile App solutions](#)
- Plan and execute the digital marketing and content calendar to drive acquisition, retention, awareness and engagement across both organic ([SEO/Social](#)) and paid channels ([PPC/Google Shopping/Display/Paid Social](#))
- Manage the allocated marketing budget efficiently to achieve agreed KPIs
- Tracking & recording defects, bugs, enhancements within applications using [JIRA tool](#)

**Senior eCommerce Manager** @Abu Issa Holding | Domain – Retail eCommerce | December 2015 – November 2020

- Directly responsible for implementing the full e-commerce strategy across websites and marketplaces to achieve growth objectives, acquire new customers, build brand integrity and awareness.
- Utilize customer [data and analytics](#) to segment the customer base and create targeted [offers](#) and rewards.
- Rewards & Benefits with discounts, Exclusive access, VIP treatment and cashbacks
- Establish [key performance indicators](#) (KPIs) to measure the success and effectiveness of the loyalty program.
- Responsible for [website content](#), ensuring it's commercial, relevant and style-led
- Develop [multichannel customer experience](#)
- Evaluated/presented performance by [analyzing and interpreting data/metrics](#)
- Handled integration/Testing of multiple [payment gateways](#) with different products

**Catalog Associate** @Amazon.com | Domain – eCommerce | June 2013 – November 2015

- Exceptional performance as a web content specialist resulted in an award for best performer with increased responsibilities
- Solely responsible for all operations related to UK Grocery, Consumer Electronics and Health & Beauty Products.
- Implemented process improvements to decrease time and resources required in the process of setting up a new product in catalog. Used SQL queries for smoother transfer of data, backups, extracting information and testing the SQL queries
- Develop email marketing campaigns, segmentation, automated flows based on measurable data
- Work with customer service to ensure that eCommerce/website related customer service issues have been addressed.
- Set up promotions on website (seasonal offers, flash sales, limited time offers, major campaigns)
- Developed site activity reports for client consumption, containing recommendations on website improvements based on visitor behavior leading to a 148% increase in online conversions
- Demonstrated ability to collect and analyze data and identify trends and insights to achieve maximum ROI in paid search campaigns.
- Demonstrated success implementing web programs and strategies.
- Actively involved in marketplaces such as amazon.com, amazon.in & amazon.co.uk

**Education:**

Hindustan University | Bachelor of Engineering | Electronics & Computer Science  
Aug 2009-May 2013 | Chennai, Tamil Nadu | GPA 3.5/4