B.Tech

SYED NOMAAN

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Decision Scientist - Data Analytics Consultant

A certified professional with 4+ years of experience in strategic planning, problem-solving, data analysis, dashboarding, by leveraging analytical tools like Advanced Excel, SQL, PowerBI, Looker etc. to empower decision making. Hands-on experience in Planning and executing Business operations, people management and client and stakeholder communication. Exposure in agile methodologies.

Experience

DECISION SCIENCE CONSULTANT – Fractal Analytics - Mumbai, Maharashtra [Oct 2021 – Present]

- Understand complex client problems and apply decision science skills to split problems into smaller dimensions.
- Research and comprehend the domain details to outline problem areas for compliance, accuracy and efficiency.
- Developed a predictive model for one of the top CPG giants, for classifying the tickets over servicenow data using Python
- Planned and executed a POC project for self service search which identifies user input and recommends most relevant match using NLP
- Migration of 10+ functional dashboards having 100+ KPIs from DOMO BI to Looker BI linking to GCP BigQuery from Cloudera Mirror DB for one of top 5 CPG giants, for CRM data and deployment on GITHUB.
- Understand business definition for KPIs / metrics and use SQL / LookML to plan and develop dimensions, measures / aggregations for the same, use GCP to make SDS, SDDS & CDS layers and ensure dashboard adoption more than 75%.
- Plan and deliver insights on customer behavior, create tasks in JIRA and adhere to sprint goals to avoid spill overs and improve performance.
- Collaborate with different teams, assist team members in DAG creation and maintenance hence improving the turnaround time.

BUSINESS OPERATIONS LEAD – Amazon - Hyderabad, Telangana [April 2021 – Oct 2021]

- Managed a team of 5+ associates, planned and led business calls with Stakeholders and Leadership on weekly cadence.
- Created and managed dashboards for reporting key metrics for the team on visualization tools like Excel and PowerBI for fraud data and highlighted strategic solutions for risk aversion.
- Understood databases, took ownership to identify KPIs / metrics to improve the program efficiency, performance and quality.
- Developed SQL query strategy for inflows specific to programs on EDX, uploaded the data by doing sanity checks, on ETL Manager.
- Collaborated with internal teams to work on building actionable solutions / insights by planning program pilots, backed with data.
- Automated the WoW program Flash by ~90% hence saving ~3 hours every week required to prepare the detailed report.
- Implemented and automated a repetitive process of data allocation using Excel macros saving 1 hour.
- Created / Automated guided Workflow / SOP for a program which helped in improving the queue specific AHT by 36%.

BUSINESS OPERATIONS SPECIALIST – Amazon - Hyderabad, Telangana [April 2019 – March 2021]

- Performed deep dive analysis into fraud / abuse seller data and devised metrics to test and identify different data patterns on Excel.
- Established key reporting for functional areas and took ownership to deliver analysis reports for ad hoc pilots.
- Used data to drive decisions related to operational issues and highlighted issues to negotiate with customers on the nonstandard expectation with minimum supervision.

Skills

CERTIFICATES & AWARDS

FRACTAL CERTIFIED DATA ANALYST (POWERBI) - 2021
ANALYZING AND VISUALIZING DATA IN LOOKER - 2022
ROCKSTAR - (APR 2020 & OCT 2020)
MOONWALKER - (JAN 2021 & APR 2021)

| IT PROFICIENCY

MS Office, Advanced Excel, Machine Learning / NLP, Dashboarding / Consulting, SharePoint, Quip, PowerBI / Tableau / Looker / LookML,ETL / EDX,Python,GCP / Redshift /GIT / Github,SQL / BigQuery,JIRA / Confluence

Projects

END TO END MIGRATION OF 10+ DASHBOARDS FROM DOMO TO LOOKER FOR A TOP GLOBAL CPG GIANT

Recognizing the source and domain datasets that have logic explanations and replicate it to the new Looker environment using LookML. Understand the Business logic for 100+ KPIs and validate the value by generating derived queries on BigQuery. Project is indeed a dual migration for reproduce the Database as well as the Visual Dashboards.

COMPLETED POC PROJECT WITH MULTIPLE USE CASES FOR A TOP CPG GIANT

Accomplished a POC project with 4 different use cases to predict, categorize and classify the data by applying different ML algorithms. Did EDA (Exploratory Data Analysis), used BERTopic for topic modeling, sentence transformer for embeddings and Logistic regression for classification. Got an NPS score of 9/10 from the client.

Education

BACHELOR OF TECHNOLOGY – Maharashtra Institute of Technology, Aurangabad