AFEEZ RAHEEM

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HIGHLIGHTS OF QUALIFICATIONS

- Experienced Financial Analyst and Business Intelligence Consultant with rounded industry background, who is committed to improving clients' bottom lines through sound analytics and reporting
- Passionate about combining the knowledge of financial modelling and forecasting with analytics, towards discovering predictive factors that would add value and create competitive advantage
- Proven proficiency, through completed enterprise and individual BI projects, in Microsoft BI Stack tool (SSIS, SSAS, SSRS, Power BI), Tableau, Python and SQL programming languages
- Demonstrated ability to balance speed and accuracy, with excellent results under tight deadlines and varying workloads

EDUCATION

MA Economics, University of Saskatchewan, Canada (*Graduated with PhD Grade.*)   **2018**
B.Sc. Economics, University of Lagos, Nigeria (*First class Honors,* Top Student in Class of 150)   **2011**

CERTIFICATION AND TRAINING

Data Science Program, University of California, (*An Extension of Udacity Nanodegree*)   **2020- 2021**
Investment Funds in Canada Examination, *Passed*   **December 2019**
Chartered Financial Analyst (CFA) Program (*Passed CFA L1; March 2022 CFA L2 Candidate*)   **December 2012**

EXPERIENCE

Toronto, Ontario

TalentNet Inc.
Business Intelligence Consultant   ***May* 2021 - *Present***

- Reduced Power BI report load time and drill-through speed by more than 75 per cent, by conducting performance tuning exercises, such as auto-date/time disabling, refactoring the models etc.
- Advising senior management on applications-database and Power BI data architectures that are compliant with clients' service contract stipulations and consistent with the company's business goals
- Completed migration of clients' database to Azure SQL database and developed all Azure Data Factory resources (Pipelines, Dataflows, Linked Services and Datasets) for ETL operation to storage accounts
- Designed several Power BI reports and dashboards for all clients and embedded reports into company's clients' applications
- Developed and implemented Power BI Version Control solution, using SharePoint, Power App and Power Automate

Sobeys Inc., Western Canada
Data Analyst   ***September* 2018 – May 2021**

- Spearheaded and implemented retention analysis (in Python) of ecommerce platform users to ensure recurring and profitable customer base over time
- Implemented A/B test in Python and Power BI for an online marketing project comparing conversion rates of two groups exposed to different landing pages
- Simulated marketing campaigns to optimize campaign budgets and estimate potential campaign performance before committing funds
- Championed customer segmentation analysis for Sobeys and employ Google Analytics to track visitor flow
  and interaction throughout company website

- Utilized Power Query to Pivot and Un-pivot the data model and DAX functions for numerous fact calculations for efficient data visualization in Power BI

ARAP Technologies Inc
Business Intelligence & Data Analyst   **December 2016 – August 2018**

- Developed custom dashboards and reports on portfolio weekly performance trends, using Power BI, and made accessible to client's senior management team
- Created numerous processes through MS Visual Studio (SSIS, SSAS, SSRS) and MS SQL Server to develop a data warehouse project using the Ralph Kimball Design Approach
- Created SSIS Packages to extract, transfer and load (ETL) data from various data formats, such as flat files, CSV, Excel etc. to SQL Server using Business Intelligence Development Studio
- Completed logistic regression to predict the probability that bank clients will buy investment product in targeted marketing campaign. I used Spyder IDE for data exploration and cleaning.

Lagos, Nigeria

Stanbic IBTC Bank Plc. & Stanbic Pension Managers

Internal Auditor   **January 2014– December 2014**
- Maintained all aspects of the ERP system (Phoenix and T24) on daily basis and initiated change requests

Buy-Side Research Analyst and Portfolio Analyst   **January 2015– December 2015**
- Built stochastic models (Monte Carlo Simulations, Value-at-Risk, Markov Chain) and valuation models to corroborate investment recommendations and strategies to portfolio managers
- Designed equity research and macroeconomic reports for use by the internal teams and external clients
- Created a client-profiling spreadsheet dashboard to aid comprehensive portfolio management decisions

Kaizen Venture Partners (KVP)
Private Equity Analyst   **January 2012 – September 2013**

Acquired Asset: *Special Brands Limited Grocery Project*
- Involved in all project phases, from pulling data from multiple database formats, data warehousing and cube designing, to completing data visualization and reports
- Implemented several DAX functions for many fact calculations for efficient data visualization in Power BI.
- Led data cleansing activities across multiple systems in coordination with local teams and global IT within a specific domain (Product, Material, Vendor, Customer etc.)
- Developed data and hierarchy designs for conceptual, logical and physical data models of the master data

HONORS & AWARDS

Prof. Chaban Graduate Research Assistant Scholarship   **September 2017**
- *Awarded for collaboration with Professor Maxym Chaban on defined research areas*

Full Graduate Teaching Fellowship Award   **September 2016**
- *Tuition-waiver and teaching assistantship awarded to top postgraduate admissions applicants*

Zenith Bank Plc. Prize, Best Graduating Economics Student with Highest CGPA   **April 2012**
- *Awarded to the best graduating student from the Department of Economics, University of Lagos*

Institute of Chartered Accountants of Nigeria (ICAN), Best Student in Economics in Level 1   **March 2007**
- *Won the prize for the best performing candidate in economics in Nigeria*

VOLUNTEERING EXPERIENCE

Treasurer, Economics Graduate Student's Association, University of Saskatchewan   **January 2018-June 2018**
- *Oversaw and presented budgets, accounts and financial statements to the executive committee members*
- *Advised on fund raising strategies for Graduate study room facilities and dinner parties*