Motivation Letter

My name is **Avais Ahmad Qarni.** I am senior Data Specialist. I have almost 8 years of experience in data technologies. My mission is to manage, control and improve all the data related projects to every business in the world. My core expertise in data engineering from service provision to infrastructure development. I developed the projects that meet the needs of Data & Analytics, Big Data and Cloud engineering across the various industries. I already built standard solutions for BI in cloud or in on-premise environments. With my built-in standard solutions, I build fast and cost-effective new use cases over customized business applications. I leverage the proper tools that play a key role in transforming data assets efficiently on its full potential.

Solutions: I help businesses to grow in cloud
- Retail & SCM Data Warehouse for Microsoft Dynamics 365
- Financial Data Warehouse for Microsoft Dynamics 365
- Microsoft Power BI Dashboard for finance and retail
- Azure DevOps integration for multiple Environments (automation)
- Resources ON/Off framework for Azure Cloud
- Big Data Lake-All in One Solution
- Databricks solution for multiple financial sources

Services Overview: I focus on what we know is possible.
- Data Strategy: Data orchestration and integration (On-premise &Cloud)
- Solution Architecture -Cloud & On-premise
- Modern Data Warehousing & Tools Selection
- Business Intelligence & Analytics

Tools & Environment: Microsoft Azure Cloud, Power BI, Azure Synapse, Data Lake, BLOB Storage, Microsoft Analysis Server, Data Bricks

Project Management: Azure DevOps

Focused Industry:
- Banks & Financial Services
- Insurance Companies
- Retail & Manufacturing

According to given requirements from you, I explain my expertise in Cloud Technologies. I developed all above solutions in Microsoft azure cloud. For Data orchestration (ETL or ELT) and integration, I used always azure Data Factory and Data Bricks. In this way, I say confidently that any task related to these tools, I can perform very well. Apache Spark is part of lambda architecture in azure cloud, I made small demo projects to integrate the stream data using Kafka. As Data Bricks is the paid version of apache spark technology, it has quite similar way of development or say "exactly same". I hope that I have capacity to meet any challenge related to IOT integration with lambda architecture. In data bricks, we have option to write code in Scala, java or Python and queries in SQL. I have already experienced in all mentioned languages to write data specific tasks code to execute the ETL or ELT activities. For Data Modelling, I implemented projects in Microsoft SQL Server Analysis Server and integrated the data models with different BI Visual tools.

I implemented Row Level Security and User management techniques on reporting layer. For storage, I can integrate and use all available linked services in azure cloud for your purposed architecture. For further technical details, personal technical interview is best option.

Curriculum Vitae

Name	Avais Ahmad Qarni	Nationality	German
Date of Birth	03.04.1982	status	Married
E-Mail:	avaisi786@yahoo.com	Job	Freelancer
Tel DE:	+4917631327333	Tel UK:	+447459422818
Place in DE	Essen	Place In UK	Bolton

Academic Qualification: M.Sc. E-Business (University of Applied Sciences, Fulda Germany)
M.Sc. Computer Science (University of Central Punjab, Lahore)

Reference: Directot Artizan Technologies
Jehanzaib Hassan(j.hassan@artizan-technologies.com)

Company	Position	Location	Duration
Artizan Technologies UK	Senior Data Specialist Azure Cloud-Free lancer	Remote	01.2020-to date
Sycor GmbH	Senior BI Consultant for Azure Cloud	Göttingen	08.2019 – 01.2020
Aloys F. Dornbracht GmbH & Co. KG	Senior Software Specialist (BI & DWH)	Iserlohn	2017 -08.2019
Beontra GmbH	DWH / BI Consultant	Karlsruhe	04.2016 – 09.2016
Adastra GmbH	DWH / BI Consultant	Wolfsburg	03.2013 – 09. 2015
DIMQ GmbH	DWH Developer	Köln	09.2012 – 01. 2013
Siemens AG, Corporate Technology	Research Assistant	München	03.2011 –02.2012
Via Software GmbH	IT Developer (Student)	Dreieich	06.2009 – 12.2010
Institute for Scientific Computing an der TU Braunschweig	Research Assistant (Student)	Braunschweig	12. 2007 – 07.2008

PROJECT HIGHLIGHTS

Research Project- Senior Data Specialist Azure Cloud-Free lancer

P1. Sensor Data Operate Project– Azure (BI&DWH)

Activities:

- Design and development of custom warehouse using Microsoft technologies
- Gather business requirements from business users and functional consultants.
- Preparing the design documents
- Implementation of Data Warehouse & Implementation of Analysis Service model
- Implementation of Power BI Analytics/Reports.
- ETL Architecture: Defining ETL strategy – keeping in consideration the architecture of data warehouse and volume of data
- Data migration through SQL routines, legacy ETL tools and Azure.
- Data validation through test scripts.
- Performance tuning of ETL through modification in SQL scripts, hints, indexes, table partitioning, optimized database parameters etc.
- Performance tuning of Data lake optimization using Delta tables, partitioning, Zorder etc.
- Implementing solutions to optimize the recurring Cost on Azure based projects.

Tools & Environment: Power BI, Azure Synapse, Data Lake, BLOB Storage, SSAS   **Project Management:** Azure DevOps

Sycor GmbH – Senior BI & DWH Specialist

P2. D365 Finance & Operations, D365 for Retail (BI&DWH)
Activities:
- Use of Data Management Framework in D 365 F&O and D365 Retail
- Automation of data entities using BYOD & Azure Data Lake
- Implantation of Common data Service with Azure Data Lake
- Implementation state-of-the-art: ETL or ELT options in Cloud
- Link & connect: Power BI Pro to Azure Data Lake using aggregated standard data entities
- Link & Connect: AZURE Data Warehouse to on premise DB using SSIS & Azure data Factory
- Link & connect: Azure Data Warehouse to Power BI pro

- Link & connect: Azure Data Warehouse to Azure Analysis Services
- Link & connect: Run & Execute ML algorithms in azure
- Azure cloud data management

Tools: Visual Studio (SSIS, SSAS, SSRS), Management Studio (2017), Azure Data Factory, Azure Cloud, Data Lake, Data Bricks, Power BI Pro, BYOD, Cloud DWH DB, ML Studio **Project Management:** DevOps & Scrum

Aloys F. Dornbracht GmbH & Co. KG -   Senior Software Specialist (BI & DWH)

P3. Sales & Margin, Order Entry, Finance, Order on Hand (BI&DWH)
Activities:

- Migration & Review of OLD ETL design & Architecture (2005,2012)
- Code Review & Refactoring on Known SQL Bugs (Dimensions, Fact tables)
- Data Modelling & RE-Design (Architecture: Star Schema, Snow Flake Schema)
- Atomization of Excel Files with Email Confirmation
- Creation of new Production & Test System: Rerun Strategy
- Financial Data Mart (Income Statement, Balance Sheet, General Account)

Tools: Visual Studio (SSIS, SSAS, SSRS), Management Studio (2017), Share Point, Microsoft Team Foundation, Service Manager Console, SCRUM, AX System, CRM, DevOps, Jenkin, SVN, GIT

Beontra GmbH - Data Warehouse/Business Intelligence Consultant

P4. B_ANALYTICS, B_TACTICAL & B_CAPACITY Airport DWH
Activities:

- ETL Implementation (SCD 1..3,Data Transformations)
- Data Profiling (Validation, Cleaning, Standardization)
- Data Modelling & Design (Architecture: Star Schema, Snow Flake Schema)
- Work on New & existing Business Logic and Processes for Sensor Data
- Development of Data Marts for Aviation and Non-Aviation Business
- Financial Data Mart (Income Statement, Balance Sheet, General Account)

Tools: Pentaho PDI, Pentaho BI Reporter, Pentaho Workbench, Oracle, HP Vertica

Adastra GmbH - Data Warehouse/Business Development Consultant

P5. Volkswagen AG, VSC (Vorserien Center) DW
Activities:

- ETL Implementation and DWH assessment
- Business Logic & Process: Requirements Analysis for DWH
- Business Logic & Process: Restructuring of existing DWH
- DWH & ETL: Development of Data Marts (Star Schema, Snow Flake Schema)
- Integration: Developed Data Marts with Business Object Universes

Tools: Informatica PowerCenter, MS SQL Server 2014 (SSIS, SSAS), SQL, PL-SQL, Oracle, SAP BusinessObjects XI
    IT Operation Environment: ITIL Processes, SIAM Framework

P6. Volkswagen AG, Business Data Warehouse BDW
Activities:

- Data Flow: Planning & Analysis of Existing DWH
- Data Modelling: Refactoring of Database & Restructuring of Tables
- Migration: PL-SQL Procedures to ETL Development
- Workflow Monitoring & Scheduling Tasks
- Testing (Requirements ->Mapping-> sessions-> workflows)

Tools: Informatica Power Centre, MS SQL Server SSIS, SSAS, PL-SQL, Oracle **IT Operation Environment:** ITIL Processes

P7. SAP Business Objects Xi4 Training (August 2013)
Activities:

- Basic Implementations: Objects, Classes & DB Schema, Filter, Hierarchy
- Creation & Optimization: BO Universes Meta Data handling with BO
- Usage: Universes view in WEBi

Tools: BusinessObjects Web Intelligence, BusinessObjects Universe Design

P8. Oracle APEX Training (Mai - June 2013)
Activities:
- Development: Web sheets, Database and Packaged Applications
- WEB Development: Pages (interactive, responsive, secured, validated)
- Reports: wizard, classic, interactive, webservice
- Charts: Line, Pie & Doughnut, Column, Horizontal Bar, Candlestick, Gantt Application
- Development: Metadata Handling & Data Loading on WEB
- Integration: Plug-ins (Java, JavaScript)

Tools: SQL, PL-SQL, JEE, Oracle

P9. Internes Project QA-FRAMEWORK: Oracle-Migration (March- Mai 2013
Activities:
- MS SQL: Analyses of Procedures (Current Framework)
- PL-SQL: Planning & Implementation of Procedures (New Framework)
- Code: Exchange Partitions Procedure
- Optimization: Statistics Gathering Procedure
- Development in PL-SQL: Logging-, QA- und QA Test-Procedures
- Auto Documentation using XML approach

Tools: MS SQL Server-SQL, PL-SQL, Oracle

P10. Training in Informatica (February 2013)
Activities:
- ETL Fundamentals
- PowerCenter Transformations, Tasks und workflow management Joins and Link Conditions Sequence Generators, Lookups and Caching Update Strategies, Routers und Overrides Sorter, Aggregator, Unconnected Lookups
- Mapping Parameter/Variables and Mapplets /Worklets.
- Parameter Files and Command Tasks

Tools: IPC, SQL, PL-SQL, JEE, Oracle

DIMQ GmbH - Köln, Deutschland - Data Warehouse Developer

P11. Implementation of Tree-Structure with IPC or PL-SQL Structures
Activities:
- Planning and Analyses of all Process and Reports
- Database Modelling & Development (Physical)
- ETL Development
- Re-structuring, Testing & Monitoring
- Documentation

Tools: Informatica PowerCenter, SQL, PL-SQL, Oracle

Siemens AG - München, Deutschland – Student

P12. Master thesis

- Business Intelligence & Software Engineering

   "Study of state-of-the-art in Data Warehousing and Cloud Storage in context of future integrated Architectures"
Activities:
- Research in Business Intelligence, Database & Cloud Computing

   Tools: Windows Azure, Amazon, SAP BIOD, Informatica PowerCenter, J2EE , HTML 5

Via Software GmbH - Dreieich, Deutschland - In-House Software Developer

Activities:
- Interface Design
- Database Design
- Software Development

Tools: PHP4, Java (J2EE Framework, J2SE Framework), Java Beans, Java-Script, Eclipse, Dreamweaver, JBuilder X, JBoss, Sun App. Server, Apache web Application Server, Visio, Ms Project

Technology	Tools & Framework
Data Warehouse: ETL/BI	Informatica PowerCenter, SAP BW, Microsoft SQL Server SSIS & SSAS, Pentaho 6.1, SAP BW & SAP Business object
Database	Oracle, MS-SQL Server, DB2
Technical Languages	SQL, PL-SQL, Java, Java-Script, PHP 4, Java Beans, Eclipse, Oracle Application Express (APEX)
Others	J2EE Framework, JPA Framework, XAMPP, MS Visio, MS Project

Qualification	Institution
ETL Best Practices in Informatica	Adastra University (2013)
Informatica PowerCenter 9	Adastra University (2013)
Microsoft SQL Server (SSIS, SSAS)	Adastra University (2013)
DevOps & Scrum Practices	Dornbracht GmbH & Sycor GmbH
SAP BW + ECP	Universität für angewandte Wissenschaften, Fulda (2012)
M.Sc. E-Business	Universität für angewandte Wissenschaften, Fulda (2012)
M.Sc. Informatics	University of Central Punjab Lahore, Pakistan (2005)
B.Sc. Informatics	B.Z.U. University Multan Pakistan (2002)
Language	**Level of Knowledge**
Deutsch	Good
English	Excellent