Asad TARIQ

Data Analyst • M.Sc. Data Science
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SUMMARY

Experienced Business and Data Analyst/Consultant with a track record of extracting actionable insights from complex datasets. Proficient in data analysis, business analytics, strategic problem-solving, and effective communication. Adaptable to dynamic business environments, with a proven ability to deliver data-driven results that contribute to informed decision-making and improved business outcomes. Skilled in collaborating with cross-functional teams to drive data-driven innovation and enhance overall business performance. A strong advocate for data-driven intelligence, enabling smarter decisions through comprehensive data analysis and insightful reporting. Technical expert for process mining, advising departments on optimizing end-to-end processes. Fluent in English and improving German proficiency to enhance collaboration across global teams.

SKILLS

PROGRAMMING LANGUAGES	*Experienced:* Python | JavaScript *Familiar:* C++ | R | TypeScript | Scala
DATA ANALYTICS	Power BI | Tableau | Metabase | Google Looker Studio | DBT | Dash | Plotly
DATA SCIENCE	Pandas | Numpy | Jupyter | Matplotlib | Tenserflow | Statistics
DATABASES & QUERY LANGUAGE	Data Vault 2.0 | SQL | Mongo DB | MySQL | PostgreSQL | NoSQL
CLOUD TECHNOLOGIES	AWS | Snowflake | Azure | Google Big Query | Redshift | Salesforce
DEVOPS & TOOLS	Docker | Azure | CI/CD | Git | GitHub | Kafka | AWS | Databricks
PROCESS MINING	Celonis | PROM | PM4PY | DISCO
MACHINE LEARNING	Neural Networks | Association Rules | SciKit Learn | Prediction | Forecasting
RELATED SKILLS	JIRA | Confluence | SAP | Microsoft Dynamics | KPI | Data Warehousing

EXPERIENCE

SCALEFREE INTERNATIONAL, COLOGNE, GERMANY   *11/2023 – CURRENT*

DATA AND BUSINESS INTELLIGENCE ANALYST/CONSULTANT

• Engineered ETL pipelines using Databricks, achieving 95% data accuracy and enhancing processing efficiency by 80%.
• Created custom reports and dashboards using Tableau, Power BI and Google Looker Studio, increasing operational efficiency by 30%.
• Utilized AWS, Azure Data Factory, and SQL for cloud-based data analysis, alongside Python for data manipulation.
• Managed projects and collaborated with cross-functional teams within an Agile framework.
• Led a proof-of-concept initiative, applying process mining methodologies to optimize workflows and extract valuable operational insights.
• Developed interactive dashboards using Python Dash, enhancing front-end user experience and visualizing key performance indicators (KPIs), including AB testing for evaluating performance metrics.
• Engineered Data Vault Model for the data warehouse, improving data consistency by 40%.
• Implemented the technical setup for process mining solutions, encompassing data integration, transformation, and modelling of organizational data.

CHEMONDIS GMBH, COLOGNE, GERMANY   *10/2021 – 07/2023*

BUSINESS INTELLIGENCE/DATA ANALYST

• Implemented technical solutions for process mining, encompassing data integration, transformation, and modelling of organizational data to optimize end-to-end processes.
• Developed customized process mining dashboards with key performance indicators (KPIs) tailored to business requirements, facilitating data-driven decision-making and process optimization.
• Extracted actionable insights from process mining analyses to drive optimization measures, aligning with business needs and supporting operational efficiency.
• Utilized Python, Tableau, and SQL for data and process analysis, demonstrating a solution-oriented mindset and attention to detail in addressing practical business challenges.
• Optimized delivery processes and eliminated bottlenecks by applying process mining methods, resulting in enhanced operational efficiency and streamlined workflows.
• Developed product ranking algorithms, improving product visibility and sales.
• Utilized frequent item sets, resulting in a 20% improvement in product recommendations' accuracy.
• Employed neural networks for predictive analysis, forecasting future trends and behaviours.

KC | KAISERSTADT CONSULTING GMBH, Aachen, Germany   *09/2020 – 10/2021*

Data Analyst - (Working Student)

- Extracted and transformed data for analysis and visualization using Power BI for Dynamics 365.
- Designed and applied ETL processes to ensure accurate reports aligned with business requirements in Power BI.
- Maintained attention to detail and accuracy in analysis, ensuring precise insights and actionable recommendations.

Afiniti, Lahore, Pakistan   *02/2018 – 03/2020*

Technical Software Engineer - Business Intelligence

- Skilled in business analytics, adept at translating complex data insights into actionable recommendations, driving strategic decision-making and optimizing operational processes.
- Experienced in Power BI visualization, creating dynamic dashboards and reports for data-driven decision-making, and proficient in SQL for efficient data handling to support business objectives.

Confiz, Lahore, Pakistan   *06/2016 – 01/2018*

Software Engineer - Business Intelligence

- Spearheaded Power BI implementation, enhancing decision-making processes and operational efficiencies.
- Leveraged Python for data analysis and automation, streamlining data processing and scalable data management.

EDUCATION

RWTH Aachen University,   *2020 - 2023*

M.Sc. Data Science

Relevant Courses: Introduction to Data Science, Machine Learning, Applied Data Analysis, Data Visualization and Analytics, Advanced Process Mining, Business Process Intelligence

National University of Computer and Emerging Sciences,   *2012 - 2016*

Bachelor of Science (Computer Science)

PORTFOLIO AND ACHIEVEMENTS

CERTIFICATIONS

Certifications, Badges and Licenses

PROJECT SAMPLES

Dashboards and Project Samples

MASTERS THESIS

Stochastic-Aware Comparative Process Mining in Healthcare

Implementation and Installation Guide

PROJECTS

- **Market Intelligence Insights:** Performed extensive marketing intelligence analysis to provide insights into industry trends, competitor strategies, and customer preferences, effectively informing business strategy and driving growth.
- **Customer Segregation:** Leveraged advanced Machine Learning techniques to conduct customer segmentation analysis, identifying key customer groups and developing targeted marketing and sales strategies to increase customer engagement and retention.
- **Product Ranking:** Formulated in-depth product ranking analysis to identify top-performing products and optimize product offerings, effectively improving profitability and market share.
- **Advanced Analytics Dashboard:** Developed and maintained an advanced analytics dashboard, providing stakeholders with real-time insights into key business metrics and facilitating data-driven decision-making.
- **Marketplace 360 View:** Executed comprehensive marketplace analysis, providing a 360-degree view of the industry landscape and identifying new opportunities for growth and expansion.
- **Customer Ranking:** Applied customer ranking analysis, identifying top-performing customers and developing targeted marketing and sales strategies to increase customer engagement and retention.
- **Potential Customers Hunt**: Utilized data-driven approaches to identify and target potential customers, effectively improving business performance and revenue.