

Syed Atef Alvi

Driving Efficiency Through Automation and Data Innovation

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Summary

Experienced Data Engineer with 10+ years of expertise in designing scalable pipelines, building robust data models, and delivering actionable insights. Proficient in Python, SQL, Airflow, Snowflake, and Tableau, with a focus on enhancing performance, ensuring data quality, and driving data-driven decisions. Skilled in cross-functional collaboration and creating efficient, well-governed data systems to support business goals and continuous improvement.

Work Experience

Salesforce

Sr. Technical Business Analyst – Prod Ops

Jan 2023 ~ Present

Optimized CPQ processes and led automation initiatives to streamline operations and drive efficiency.

- Achieved an average ROI of 3600% in 2024 through Business Process Re-engineering and micro-automation, saving 36 hours for every hour spent on process improvements.
- Developed a Dockerized Python application to improve CPQ quote approvals, reducing manual efforts by 40%.
- Led and mentored a cross-functional team in India, ensuring seamless project execution.
- Designed real-time Tableau dashboards, enabling data-driven decisions across product, pricing, and credit teams.
- Automated data integration with Airflow, ensuring Salesforce data accuracy and availability in SQL Server.

Key Tools & Technologies: Python, SQL, Airflow, Snowflake, Tableau, Docker, GitHub

Sr. Compensation Analyst – Rev Ops

Oct 2021 - Jan 2023

Supported M&A activities by driving data integration, process optimization, and automation initiatives.

- Developed a Credit Audit Dashboard with key performance indicators, reducing case volume by 25% and enhancing data accuracy.
- Designed an intake process to document and prioritize manual processes, leading to significant cost savings and productivity improvements through targeted optimizations.
- Automated case resolution using NLP, enabling classification and triage of customer queries, reducing response times and improving satisfaction.
- Created and executed a scalable ETL architecture, ensuring high-quality data migration to Snowflake and supporting critical business insights.
- Consolidated credit operations into a centralized Python app, cutting a 12-hour manual process to just minutes through BPR.

Key Tools & Technologies: Python, SQL, SOQL, Snowflake, Tableau, Google Apps Script

Rogers Communications

Manager – Data Engineer

Jan 2021 - Oct -2021

Led two Agile squads to enhance data pipelines, improve model accuracy, and support data-driven initiatives.

- Directed 11 analysts and engineers across two squads, delivering large-scale projects on time and within budget.
- Improved the Customer 360 dataset, adding features that enhanced customer journey insights and increased model lift by 7% and capture rate by 10%.
- Re-designed and developed a critical ingestion pipeline to process over 300 TB of data, significantly boosting system scalability and performance.
- Enhanced data science models by engineering new features, including a total discount feature that improved precision and recall metrics.
- Collaborated with cross-functional teams to address business needs, leveraging data governance practices to ensure curated datasets met enterprise standards.

Key Tools & Technologies: SQL, Tableau, Hadoop, Hive, PySpark, Python, Scikit-Learn, Azure

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Work Experience cont.

Rogers Communications

Sr. Business Intelligence & Reporting Analyst

Sep 2018 - Oct -2019

Streamlined BI reporting and created centralized data solutions to drive operational efficiency.

- Automated 200 reports, reducing processing time by 80% and enhancing reporting accuracy across teams.
- Developed a centralized data repository using dimensional modeling, improving accessibility and consistency for business reporting and dashboarding.
- Partnered with senior management to identify methods to increase sales, reduce operational costs, and minimize errors using data-driven insights.

Key Tools & Technologies: SQL, SSRS, Power BI

Sr. Compensation Analyst – Sales Compensation

Jul 2016 - Sep -2018

Designed sales commission models and optimized reporting to align KPIs with company objectives.

- Developed integrated data models and implemented governance practices to enhance data lifecycle management and reporting accuracy.
- Automated reporting processes using SSRS and VBA, streamlining report generation and reducing manual effort.
- Applied the Eliminate > Simplify > Automate framework to improve compensation processes, resulting in cost and time savings.

Key Tools & Technologies: SQL, SSRS, SSIS, VBA, MicroStrategy, Power BI

Digital eCommerce Analyst

Jul 2016 - Sep -2018

Supported eCommerce optimization through analytics, A/B testing, and stakeholder collaboration.

- Conducted A/B and multivariate tests to optimize web layouts, reducing cart abandonment by 18%.
- Collaborated with UX and Digital Optimization teams to create data-driven customer strategies.
- Consulted on web analytics, providing insights that improved campaign performance and market reach.

Key Tools & Technologies: Adobe Marketing Cloud, SQL, JIRA, Confluence

Education

Post Grad in Big Data & Predictive Analytics

Ryerson University

2019

York University

Bachelor of Administrative Studies – Marketing

2021

Certifications

- Snowflake Certified Data Warehouse Professional (2022)
- Microsoft Certified: Azure Data Fundamentals (2021)
- Certified Tableau Analyst (2020)

Skills

Technical: Python, SQL, Airflow, Snowflake, Tableau, Power BI, dbt, Hadoop, Hive, PySpark, GitHub, Docker, Azure, VBA, Salesforce, Jira, Confluence, Lucidchart

Engineering: ETL, Modeling, Warehousing, Automation, Governance, Pipelines, Testing, Dashboards, Reporting

Leadership: Mentorship, Planning, Agile, Roadmaps, Prioritization, Collaboration, Execution, CI/CD

Communication: Simplifying Complex Data, High-Impact Presentations, Stakeholder Engagement, Strategic Planning, Collaborative Problem Solving, Storytelling with Data