# Syed Atef Alvi

## Data Engineer with expertise in Sales and Business Intelligence

## Summary

Highly performing  Data Engineer, passionate about BI and Data Science. Worked in a fast-paced environment for 10+ years, influencing positive organizational outcomes through strategic and analytical thinking, problem solving and conflict resolutions. Excellent in analyzing and synthesizing complex information. Confident in the ability to collaborate with cross-functional teams to find solutions to challenging issues with high stakes. Committed to continuous improvement and contributing to team success.

## Work Experience

### Salesforce
Toronto, ON

#### Senior Business Analyst - Revenue Operations
Oct. 2021 to Current

Collaborating closely with the M&A group to identify data requirements, gaps and optimizations, as well as to support cross-functional leadership and provide best practices for change management.

- Developed a Credit Audit Dashboard and created KPIs for variance analysis and data consistency checks to ensure data integrity, that proactively identified issues across multiple systems, resulting in a 25% decrease in case volume & improved accuracy in final pay file runs.
- Implemented an intake process to document manual processes, scored based on critical factors, and created an active backlog for optimization and automation. This led to significant cost savings and productivity improvements.
- Designed and executed ETL architecture, ensuring data quality, cleansing, and consolidation for migration to Snowflake. This enabled successful data migration and enhanced business insights.
- Developed NLP system using RoBERTa model to automate case resolution, achieving faster times and improved customer satisfaction. Presented its success to leadership, resulting in increased investment in automation solutions.
- Utilized BPR methodology to centralize Credit process into a single Python app, reducing a 12-hour manual process to just minutes. Resulted in significant time savings and increased productivity.

*Tools: Xactly, Salesforce, Python, SOQL, SQL, Snowflake, Tableau, Google App Script & Excel VBA*

### Rogers Communications
Toronto, ON

#### Manager - Data Engineer - Data Science & Products
Jan. 2021 to Oct. 2021

Worked closely with various business units to understand their process bottlenecks, then created automated flows to replace them. Also, ensure curated datasets which follow best practices and data governance standards are used.

- Managed 2 squads  (11 Analysts and Engineers), and delegated work to complete major projects on time and on budget in an agile environment.
- Addressed the needs of the Data Science models by creating new features to improve Precision & Recall.
- Constantly improve the Customer 360 dataset's performance and add features to understand the customer journey better.
- Re-designed and developed a critical ingestion pipeline to process over 300 TB of data.
- Addressed the needs of the Data Science models by creating new features/attributes to improve Precision and Recall. Developed total discount feature for the next device predictive model which improved the model lift by 6~7% and capture rate by 9~10%

*Tools: SQL, Tableau, Hadoop, Hive, PySpark, Python, Scikit-Learn, Azure*

Toronto, ON

#### Sr. Data Integration Analyst (Tech Lead) - Data Science & Products
Oct. 2019 to Jan. 2021

Helped identify customer experience and marketing opportunities by interpreting various models and segments with product managers and the marketing team.

- Managed the HUP Squad (5 Analysts and Engineers) as Product Owner.
- Created advanced Segmentation Models using KMean+, kernel PCA & tSNE, etc.
- Constantly explored new datasets and worked closely with Data scientists to understand data needs for their models and improved our 360 customer data repository.
- Worked with different business units to identify opportunities to inject ML to improve their workflow and help discover new insights.
- Created an ETL monitoring dashboard to report and identify data irregularities/missing data files and send out alerts when deviations are identified
- Deployed model and data solutions in a production environment while collaborating with Business stakeholders, Business Owners, and IT.

*Tools: SQL, Tableau, Hadoop, Hive, PySpark, Python, Scikit-Learn*

## Contact

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## Education

**Ryerson University**
Post Gard in Big Data & Predictive Analytics 2019

**York University**
Bachelor of Administrative Studies (Marketing) 2011

## Certificates

**Snowflake ·**
Data Warehouse | 2022

**Microsoft ·**
Certified: Azure Data Fundamentals | 2021

**Tableau ·**
Certified: Tableau Analyst | 2020

## Skills

**COMPUTER SKILLS**
Adobe Marketing Cloud
HTML & CSS
JIRA & Confluence
Power BI & Tableau
Python
Salesforce
Snowflake
SQL

**INTERPERSONAL SKILLS**
Critical Thinking
Data Visualization
Detail Oriented
Leadership
Problem Solving
Process Optimization
Project Management
Strategic Alignments
Strong Communication

## Work Experience

### Rogers Communications
Toronto, ON

#### Sr. Business Intelligence & Reporting Analyst
Sept. 2018 to Oct. 2019

Assisted with enterprise analysis for planning and scoping several inter-related initiatives; helping senior-level business stakeholders make informed decisions about which initiatives to tackle:
- Collaborated with power users and IT management teams to streamline business reports and identify all end users
- Created automation framework for 200 reports and reduced processing time by 80%
- Created a centralized data repository for all BI reporting and dashboarding using Dimensional Modeling.
- Brainstormed with senior management teams to establish new methods of increasing sales, decreasing the cost of operations and minimizing errors

*Tools: SQL, SSRS, Power BI*

Toronto, ON

#### Senior Business Analyst – Sales Compensation
July 2015 to July 2016

Worked with the strategy and design to create a sales commission model. Helped leadership define KPIs that track and align with the company objectives and use them as metrics for compensation:
- Integrated multiple logical data models into a single data model and implemented data governance and proper data life cycle management.
- Develop SSRS reports and configure SSRS subscriptions per specifications provided by the business and created automated reporting.
- Continuous process improvement by questioning the status quo and implementing the Eliminate > Simplify > Automate framework.

*Tools: SQL, SSRS, SSIS, VBA, MicroStrategy*

Toronto, ON

#### Digital eCommerce Analyst
July 2015 to July 2016

Provided knowledge base and business intelligence support to multilevel stakeholders and created synergies across all lines of businesses in e-commerce:
- Liaising between Business Strategy, UX, Design, and Digital Optimization teams, to create optimized customer interaction based on A/B Testing for upcoming services; managed knowledge of customer behaviour.
- Consulted with campaign managers on web analytics and ad-hoc analysis gathered from Omniture & recommended performance-enhancing solutions to increase revenue and market penetration.
- Composed Business cases, User Acceptance Test (UAT) documentation to Quality Assurance (QA) on IT team deliverables and created Project plans and Delivery schedules.
- Ran SEO, A/B testing changes to the overall layout of the web page Multivariate (MVT) testing. Identified the variables and created variations and controls, resulting in an 18% less abundant cart.

Tools: Adobe Marketing Cloud, JIRA, Confluence, SQL

### City of Regina
Regina, SK

#### Revenue Services Analyst
Aug. 2013 to July 2015

Worked as an interface between the Assessment and Property Taxation Department and Information Services; developed and launch a digital tool to streamline workflow:
- Forecasted annual risk assessment and budget analysis using qualitative techniques, time series analysis and projection models; additionally, ensured regular maintenance and content updates for the City of Regina Taxation web page.
- Spearheaded the digitization initiative to replace paper-based processes for assessment and re-inspecting property with handle-connected mobile devices resulting in overall efficiency, consistency and data accuracy of collected data.
- Performed as a Subject Matter Expert (SME) for the digitization system to record and manage property assessment data in the training of residential (10+) and commercial (8+) property assessors.

*Tools: PLSQL, Access, .NET, OpenCms, VBA*

### Postmedia Network Inc.
Regina, SK

#### Digital Product Analyst
Sept. 2012 to Aug. 2013

Worked with the Advertising, Marketing and Sales to develop and improve digital assets and find new markets based on product trends:
- Empowered sales strategies to recruit and manage clients using data-driven intelligence on customer behaviour gathered from various reports and web analytic tools (comScore, Adobe's Omniture, Google Analytics and other Mobile Analytic tools)
- Identified opportunities to improve traffic to a subsidiary website by creating a responsive design, identifying gaps and strategically placing Ad units.
- Create compelling strategic marketing presentations including surveys and competitor analysis to advise the product development team with upcoming new products and potential avenues of interest.

*Tools: Omniture,  Google Analytics, Excel, VBA*