Azan Waqar

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PROFESSIONAL EXPERIENCE

Senior Business Intelligence & Operations Analyst: Motive | *Lahore, Pakistan*   **12/2023 – Current**

- Developed and implemented a CCV (Commission Contract Value) dashboard to analyze insurance partners performance and revenue contributions, resulting in a **15% increase** in revenue from insurance partnerships within the first quarter of implementation.
- Designed comparison and churn dashboards to assess performance metrics from both insurance and non-insurance partners, guiding strategic planning and retention efforts, resulting in a **10% reduction** in churn rates.
- Developed a Marketing dashboard to track the sources and programs driving opportunities, enhancing marketing effectiveness and ROI assessment.
- Implemented a Funnel View dashboard to analyze the conversion ratio of Sales Qualified Opportunities (SQOs) and Closed Won transactions attributed to the Partnerships program over time, including key metrics such as Average Deal Size.
- Utilized **Tableau** for visualization and **Snowflake** for SQL query testing and validation.
- Proposed the creation of **external-facing** dashboards for insurance partners, enabling them to monitor their performance within the organization and encouraging transparency and collaboration.

Senior Business Intelligence Analyst: Ascend Analytics | *Lahore, Pakistan*   **04/2023 – 11/2023**

- Successfully led a cross-functional team of BI analysts and data engineers across **North America and Canada Projects,** utilizing **Python and SQL** to automate data engineering tasks, enhance data quality, and manage projects.
- Managed and guided a team of data analysts, implementing robust data analysis strategies using statistical analysis tools and quantitative analysis techniques in **Excel**. These efforts significantly improved the accuracy of data analysis reports.
- Developed and deployed impactful data visualization solutions using **Power BI, Tableau, Sisense and QuickSight**. These visualizations contributed to increased work order response and completion percentages, cost savings, efficient budget planning, and the expansion of business functions for multiple clients.
- Analyzed geographical sales data to identify hotspot locations, market penetration opportunities and optimize performance in specific regions.
- Successfully transitioned all data models and visuals from Sisense to QuickSight, yielding a **cost-saving** of **40%** in terms of expenses incurred.

Business Intelligence Analyst: Ascend Analytics | *Lahore, Pakistan*   **04/2021 - 04/2023**

- Developed CPGPulse Platform with integrated analyses and subscription model, resulting in a remarkable **162% user growth**.
- Utilized time series analysis to identify trends, demands, and seasonality, driving a **150% increase** in orders
- Leveraged market basket analysis to drive a precise **67% MoM** (Month over Month) sales increase, achieved through optimized cross-selling strategies and targeted promotional implementations.
- Utilized data analysis skills in **Python and SQL** to extract data from multiple data source and large datasets (100M+ rows) for a variety of clients, majorly based US, Canada & Pakistan.
- Created data visualizations in **Power BI, Tableau and Sisense** to communicate findings to stakeholders and inform business decisions. Worked with clients in the food & beverage, ED-tech and e-commerce industries.
- Utilized Google and Facebook data, we optimized ad campaigns, resulting in a substantial **33.3% increase** in sales.
- Collaborated with stakeholders to define **key performance indicators (KPIs)** and establish analytical frameworks, enabling effective evaluation of progress and performance. Explored correlations between relevant variables, providing valuable insights for decision-making and strategy development.

EDUCATION

Masters in Data Science   **National University of Computer & Emerging Sciences (Fast-NUCES)**   **2020 - 2023**

- Data Science, Major in *Data Analytics*
- **Relevant Courses**: Business Analytics, Database Systems, Big data, Data Science Techniques, Decision Analysis, Qualitative & Quantitative Research Methods.

BSc Electrical Engineering   **Comsats University, Lahore**   **02/2015-04/2019**

- **Relevant Courses**: Introduction to C Programming , Object Oriented Programming

PROFESSIONAL SKILLS

- ***Business intelligence:*** PowerBI, Tableau, Sisense, QuickSight, Metabase
- ***Business Analysis Skills:*** Stakeholder Management, Strategy Analysis, Business Requirement Documentation
- ***Back-End Systems:*** PostgreSQL**,** Redshift SQL, MySQL, MS SQL Server
- ***Data Analysis packages/Programming Languages***: SQL, Python, DAX, MDX, Excel

PUBLICATION

- **Intelligent Public Health Management System using Internet of Things**   **(11/2019 - Present)**
  The purpose of this Research paper is to provide an effective communication between patients and physician to cure the patient in time

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