



MUHAMMED YOUSAFALI PK

Data Engineer – BI Developer

ABOUT ME

Experienced BI developer with background of 4.9+ years in business intelligence and data analysis across various industries. Excel at creating tools/solutions and leading efforts to improve data analysis and organizational capacity, increase efficiency, simplify processes, and enhance performance and features. Skilled at tracking, analyzing, and rectifying data collection and processing issues. Expertise in Power BI, Looker, Looker Studio and Gcp. Proven track record in designing and building interactive reports and dashboards.

+91.9605310797

mpkyousafali@gmail.com

Calicut, Kerala

<https://www.linkedin.com/in/muhammed-yousafali-pk-99b201109>

SUMMARY

- Developed 50+ Dashboard reports from Power BI, Looker Studio, Looker, Qlik Sense.
- Good exposure on Paginated reports.
- Expertise in Power Query, Power Pivot, Power View and M language.
- Good knowledge on BI Tool script and set analysis.
- Having Good Experience in Dax Query Language.
- Extensively involved in creating Custom Visuals and Dashboards.
- Excellent Communication, documentation and Presentation Skills.

ENGINEERING/TECHNOLOGY

Languages

- SQL
- LookML
- Power Query- Power Pivots- Dax

Database

- Google Bigquery
- MySQL
- MS - Excel
- Vba & Macros

Web Servers

- Google Cloud Platform (GCP)
- Microsoft Azure
- Snowflake

Development Tools

- Looker & Looker Studio
- MicroSoft Power BI
- Jira
- Data visualization & DVT
- QlikView & Qlik sense

LANGUAGES

- English
- Malayalam
- Hindi

EXPERIENCES

2021- Current

DATA ENGINEER – BUSINESS INTELLIGENCE (BI)
QUANTIPHI ANALYTICS SOLUTION PRIVATE LIMITED
Trivandrum, Kerala

- Implemented BI Solution Framework for end-to-end Business intelligence project.
- Developed effective BI solutions and analytics dashboard in Google Data Studio(GDS), Power BI and Excel to Help them get the insights for the 1000+KPIs specified.
- Created different kind of charts and insights.
- Planned, Designed and implemented diverse business intelligence Solution.
- Build Dashboards on Looker Studio and optimizing queries to improvise performance by 50%.
- Maintaining and developing various optimal data pipeline architecture to transform the raw data into the data format required for various dashboards.
- Developed and Migration of Dashboard from GSheet to Looker Studio By Creating new looks, themes and Charts.
- Worked with the team to deliver dashboards containing Statistical forecasts for Demand.
- Developed interactive business insights dashboards for small and medium sized businesses (Retail) to drive their business strategies.
- Providing end-user support and Training and Documentation.

2018- 2021

DATA ANALYST – BUSINESS INTELLIGENCE (BI)
MALABAR GROUP PRIVATE LIMITED
Calicut, Kerala

- Working with managing leadership to prioritize business and information requirements.
- Develop and initiate more efficient data collection procedures.
- Completed market analysis, resulting in a 21% increase in sale.
- Conducted research using focus groups on 3 different products and increased sales by 11% due to the findings.
- Performed daily data queries and prepared reports on daily, weekly, monthly, and quarterly basis.
- Presenting on Management information system (MIS) every month.
- Created and maintained data visualizations that educated, informed and engaged business partners on key metrics and performance measures.

PROJECTS

PROJECT 1

ROMEO POWER AI-ML DEAL

Technologies:
Role:

Looker Studio - Google Biq Query - GCP - Cloud Storage- Gsheet.
Create Report & Dashboard Visualization

Contribution

- Lead the BI Team to deliver 150+KPIs.
- Created reporting layer using cloud composer and BiqQuery to Optimize the Performance of the system.
- Leading and managing the looker studio environment and supporting the Client decision process.
- Built various dashboards for Different critical KPIs required for monitoring using Looker Studio.
- Optimizing queries to improvise performance by 50%.
- Recieved Special recognition by Client for Excellent Contribution on this Project.

PROJECT 2

SALES OPS – QUANTIPHI ANALYTICS SOLUTIONS LTD

Technologies:
Role:

Looker Studio - Google Biq Query - GCP - Cloud Storage- Gsheet.
Create Reports & Dashboard Visualization.

Contribution

- Lead the BI Team to deliver 350+KPIs.
- Leading and managing the looker studio environment and supporting the Client decision process.
- Monitor and Validating data mapping from source to target database schemas, Data cleansing, processing.

PERSONAL INFORMATION

- Birthday:23/05/1995
- Gender:Male
- Father's Name:Mr. Abdul Kareem
- Nationality:Indian
- Address:
ELAMBILATT HOUSE, VALLATHUKANDI PARAMBA
, EDAKKAD PO KOZHIKODE
Calicut - 673005
Kerala

- Developed scheduled queries and views using BigQuery.

PROJECT 3	NIELSEN- DATA INGESTION & BI
Technologies:	Looker Studio - Google Big Query - GCP - Cloud Storage- Gsheet.
Role:	Create Dashboarding & Visualization

Contribution	<ul style="list-style-type: none">• Developed 15+ Dashboard reports Pages and Help them get the insights for the 200+KPIspecified.• Helped In Looker Report Optimisations, Performance Tracking, and Maintained Deployment across the Environment.• Looker Administration - Developed Looker Reports and Report Features.• Validating Reports Base On New Marts.
--------------	---

PROJECT 4	IMPLEMENTED RFM CUSTOMER SEGMENTATION MODELLING
Client:	Malabar Gold & Diamonds
Technologies:	Qlik Sense - Ms Excel
Role:	Designed and Executed RFM Numbers And Dashboarding & Visualization

Contribution	<ul style="list-style-type: none">• Implemented Rfm Customer Segmentation Modelling.• Designed and Executed RFM Numbers Based on Customer Preference.• Created and customized themesin Dashboard.
--------------	---

EDUCATION

Master of Business Administration	Post Graduate
National Institute of Technology Karnataka	April 2018
Analytics & Finance	
Surthkal, Karnataka	

Bachelor of Commerce	Graduated
University of Calicut	April 2015
Finance	
Calicut, Kerala	

TRAINING & CERTIFICATIONS

- Mastering LookML: Looker's Modeling Language,, 2021
- Databases and SQL Querying,, 2021
- Microsoft Power BI Desktop for Business Intelligence, 2021
- Sql - My Sql For Data Analytics and Business Intelligence, 2021
- Google Cloud Digital Leader, completed by 2023

DECLARATION

I, MUHMED YOUSAFALI PK, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.	
MUHMED YOUSAFALI PK	Calicut, Kerala