

## Contact

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## Top Skills

Solution-oriented  
Master Data Management  
Master Data

## Languages

Urdu (Professional Working)  
English (Professional Working)

## Certifications

Tata Group - Empowering Business  
with Effective Insights  
Introduction to Generative AI  
Python for Data Science, AI &  
Development  
Neural Networks and Deep Learning  
Quality Management

# Ali Raza

Senior Lead Business Intelligence Analyst | Data Governance |  
Trainer | Healthcare Data Analyst | Power BI | Apache Superset |  
Looker Studio | Helping Organizations to Grow Faster  
Islāmābād, Pakistan

## Summary

I'm a Business Intelligence Analyst with over 5 years of experience in transforming data into insights. I have expertise in Power BI, Tableau, Apache Superset, Looker Studio, DAX, SQL, Python, and Oracle to integrate, analyze, visualize, and communicate data.

I have worked on projects ranging from ecommerce, construction, health, finance marketing & sales to enterprise reporting deployment.

I'm passionate about finding new ways to leverage data to solve complex problems and create value.

I have a track record of enhancing business growth and efficiency using my Business Intelligence skillset.

I have worked at CCL Pharmaceuticals Lahore as Business Intelligence Analyst, where I revamped the organizational reporting system using SSIS, SSRS, and Power BI to transition from static to dynamic reporting. Achieved over 30% growth in 2.5 years, a first in the company's history, under top management guidance.

Currently at Shifa International Hospitals as Lead Business Intelligence Analyst, Islamabad, driving enterprise reporting initiatives for clinical and operational excellence. Expertise includes integrating diverse datasets such as EMR data, patient feedback, and operational metrics using SQL and Oracle technologies.

Proficient in data manipulation and visualization Power BI, optimizing processes across multiple departments and sites. Collaborated with cross-functional teams to automate financial reporting and implement sustainability initiatives.

Adept in teamwork and collaboration, leading projects with over 80 departments and 4 sites towards achieving enterprise goals, including JCI Re-accreditation.

#BusinessIntelligenceAnalyst #HealthcareDataAnalyst #PowerBI  
#Fabric #Healthcare

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## Experience

### Shifa International Hospitals Limited

3 years 2 months

#### Senior Lead Business Intelligence Analyst

July 2024 - Present (6 months)

Islāmābād, Pakistan

I'm excited to announce my promotion to Senior Business Intelligence Lead, marking a new chapter in my journey.

Over the years, I've led key projects including enterprise data architecture, data governance implementation, streamlining 1000+ KPIs, and boosting patient satisfaction from 51% to 87%. I look forward to continuing to drive innovation and results in BI and data solutions.

Thank you to everyone who supported me! #BusinessIntelligence #Leadership  
#Innovation

#### Lead Business Intelligence Analyst

July 2023 - June 2024 (1 year)

Islāmābād, Pakistan

I'm excited to start as Lead BI Analyst with the exceptional team at Shifa International Hospital, where I'll be leading the charge in architecting data solutions to drive innovation and efficiency in healthcare delivery.

As the Lead Business Intelligence Analyst, I'll be leveraging my expertise in data modeling, architecture design, and business intelligence to empower the hospital with actionable insights derived from data. From optimizing patient care pathways to enhancing operational efficiency, I'm committed to harnessing the power of data to make a meaningful impact on healthcare outcomes.

Joining Shifa International Hospital represents an incredible opportunity to combine my passion for data-driven decision-making with my dedication to improving healthcare services. I'm eager to collaborate with the talented team here and contribute to the hospital's mission of providing high-quality, patient-centered care.

I'm grateful for this opportunity and excited about the journey ahead! Feel free to reach out if you'd like to connect or discuss how data can transform healthcare delivery. Let's embark on this journey together!

### Business Intelligence Specialist

November 2021 - June 2023 (1 year 8 months)

Islāmābād, Pakistan

In the past two years at Shifa International Hospital, I spearheaded transformative initiatives, including automating reporting, enhancing financial tracking, and streamlining KPI monitoring.

I automated OPPEs, implemented paperless PPM systems, and improved incident reporting with live data. My work extended to paperless patient feedback and 360-degree feedback systems, as well as Leadership Rounds tracking.

Collaborating on various projects and future plans, I aim to further boost the hospital's growth and brand reputation through enhanced patient retention strategies and streamlined KPI management.

### CCL Pharmaceuticals

2 years 10 months

### Business Intelligence Executive

July 2020 - October 2021 (1 year 4 months)

Lahore, Punjab, Pakistan

After establishing key baselines and gaining a deep understanding of the pharmaceutical business, I began developing a data warehouse (or datamart) to integrate multiple data sources, including IQVIA, Sales & Marketing data, Sales Analyzer, HR, Finance, and production data.

My BI strategy was recognized by the CEO for its significant impact on decision-making, leading to acknowledgments in the form of Value Appreciation Cards (VACs), a cash prize, and a promotion during my very first appraisal.

Business Intelligence Officer  
January 2019 - June 2020 (1 year 6 months)  
Lahore, Punjab, Pakistan

I started my professional journey at CCL as a Business Intelligence Officer, where I faced challenges like resistance to moving from static to dynamic reporting and limited resources.

I developed a strong BI strategy and worked tirelessly to make it a success. This dedication earned me the highest salary increase in CCL's history and marked a period of exceptional growth in my career.

Along the way, I gained technical skills in Excel, Power BI, SQL, and Power BI Report Server, as well as important soft skills like business communication, understanding stakeholder needs, and presenting data to senior leadership, including the CEO and Board of Directors.

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## Education

National University of Computer and Emerging Sciences

Masters of science in computer science, Data Science, Deep Learning, AI, Computer Vision, ADHOC and Wireless Sensor Networks. · (2017 - 2019)

National University of Computer and Emerging Sciences

Bachelors of science in computer science, Artificial Intelligence, Databases, Data Mining and Data Warehousing. · (2012 - 2016)