Danial Fahim Abdullah Fakri

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SUMMARY

Dynamic **data professional** with a solid foundation in **actuarial science** and **mathematics**, and hands-on experience across **government, insurance, retail, and media sectors**. Skilled in designing and deploying **automation solutions** using **Python, SQL, Power BI, Power Automate, and Excel VBA** to **streamline workflows**, **optimize reporting**, and deliver **actionable insights**. Proven track record in leading **ETL processes**, **audience analytics**, and **process improvements** for **large-scale datasets**. Experienced in collaborating with **cross-functional teams** to drive **efficiency** and **accuracy** in data operations. Currently focused on leveraging **automation** and **analytics expertise** as a **Data Automation Specialist**, while actively building advanced skills in **machine learning** and **data science** to solve complex business challenges and unlock deeper insights.

EDUCATION

Master of Science in Applied Mathematics	Mar 2021-Feb 2022
Universiti Teknologi MARA (UiTM) Shah Alam	
Bachelor of Science (Hons.) Actuarial Science	Mar 2018-Aug 2020
Universiti Teknologi MARA (UiTM) Shah Alam	
Diploma in Actuarial Science	Sep 2016-Jan 2018
Universiti Teknologi MARA (UiTM) Tapah	

SKILLS

Programming Language
Python, SQL, C++, Azure ML, MySQL

Automation
Selenium, Power Automate, UiPath

Visualisation
Power BI, Tableau, Seaborn

Excel
VBA, Pivot Table, Power Query

Cloud
Google Cloud Platform, Microsoft Azure, Amazon Web Services (AWS)

Analysis Tool
SAS-Eminer, Eviews12

PROFESSIONAL EXPERIENCE

AIA Shared Services
Data Automation Specialist   Dec 2025 – Present
AU & NZ Team | Cyberjaya/Putrajaya

- Designed and deployed **Power Automate RPA workflows** to eliminate manual tasks and integrate seamlessly with Power Query outputs, improving process efficiency.
- Migrated **Excel VBA-based templates** to **Power Platform solutions**, ensuring continuity while enhancing scalability and maintainability.
- Partnered with operations teams to **analyze business processes**, identify automation opportunities, and implement solutions that reduced turnaround time.
- Utilized **Power Query** and **SQL** for advanced data retrieval and transformation to support reporting and automation initiatives.
- Delivered automation solutions leveraging **Power Automate connectors and approval flows**, improving accuracy and reducing human error.
- Applied knowledge of **Excel VBA**, **Power BI**, and **SharePoint** to optimize workflows and reporting dashboards.

GfK - An NIQ Company   Feb 2025 – Nov 2025
Data Analyst
AU & NZ Media Measurement | Bandar Sunway

- Led audience analysis across **AM/FM, DAB+, and digital platforms** for Australia and New Zealand.
- Analyzed multi-source data (**e-diaries, phone/online surveys, wearable PPM tracking**) to uncover listener trends and ensure representative samples.
- Integrated **self-reported and passive data** for improved accuracy and reliability of insights.
- Delivered key metrics (**reach, TSL, ratings**) via **Python, Power BI, Excel, and VBA dashboards** for stakeholders.
- Coordinated with internal teams and vendors to manage **data collection, validation, and benchmarking** for seamless project execution.
- Ensured **data quality and reporting accuracy**, maintaining high standards across all outputs.
- Segmented audiences by **region, age, ethnicity, and lifestyle** to support strategic targeting.
- Developed tools and methodologies to **streamline processes and enhance scalability**.
- Managed **online sampling activation, quotas, and monitoring** for balanced respondent panels.
- Documented workflows to ensure **consistency and knowledge sharing**.

NielsenIQ   Nov 2022 – Jan 2025
Data Processing Specialist
Global Retailer Front End (GRFE) | Bandar Sunway

- Led **ETL processes** for large, diverse datasets from multiple retailers, including transactions, barcodes, and pricing, using big data technologies (GRFE).
- Built and optimized **ETL pipelines** to aggregate items and compute metrics like quantities and total prices.
- Developed workflows for **data transfer to validation teams**, enabling trend analysis and anomaly detection.
- Automated data processing tasks with **custom scripts**, improving efficiency and accuracy.
- Acted as **technical liaison** for commercial inquiries, delivering data-driven solutions and collaborating with Client Liaison and Commercial teams.
- Investigated and resolved **data integrity and process issues** within large-scale datasets.
- Managed complex **daily ETL operations**, ensuring adherence to schedules and standards.
- Identified gaps and implemented improvements in **data validation and processing**, enhancing the Consumer Information Platform (CIP).
- Provided timely feedback to country teams, ensuring **SOP compliance and best practices**.
- Partnered with Operations and Enablement teams to meet client requirements through **efficient big data solutions**.

Department Statistics Malaysia (DOSM)   Apr 2022 – Nov 2022
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Majlis Perlindungan Sosial Malaysia (MySPC) | Putrajaya

- Prepared documentation for the **Income, Household Expenditure, and Basic Facilities Survey (HIES/BA)** implementation.
- Conducted monthly **income and facilities data checks** against state distribution parameters.
- Responded to **household income data requests** with accuracy and timeliness.
- Compiled and updated **social and economic indicators** by subject and state.
- Organized variables and designed **layout records** for StatsDW Development Phase II.
- Produced **statistical tabulations and HIES infographics** for reporting and publicity.
- Coordinated and managed **technical meetings** for HIES/BA 2022 drivers.
- Cleansed raw data from ministries and agencies to ensure **accuracy and reliability**.

One Diversity Sdn. Bhd   Aug 2020 – Dec 2020
Technician
Research & Development Department | Cyberjaya

- Supported manufacturing of **specialized infrared thermometers** for mosques across the state.
- Installed **small-scale electronics on PCBs**, ensuring functionality and reliability.
- Calibrated infrared thermometers using **Arduino tools** for precise temperature readings.
- Performed calibration of **laboratory equipment** (e.g., fume hoods) to maintain accuracy.
- Contributed to **R&D brainstorming sessions**, providing insights for innovation.
- Developed understanding of **theoretical concepts and practical applications** in research.
- Maintained high standards of **accuracy, detail, and technological innovation** throughout projects.

Zurich Insurance & Takaful   Feb 2020 - Aug 2020
Operated User Acceptance Testing (UAT) process on takaful products
Internship under Pricing Department | KL Eco City

- Gained hands-on exposure to **conventional insurance products**, building a strong understanding of industry practices.
- Conducted **User Acceptance Testing (UAT)** for a takaful product, creating simulations to validate long-term viability and enhance product performance.
- Identified and corrected **rounding errors in pricing calculations**, improving accuracy in financial models.
- Assisted in **mobile app evaluation** for AppStore and Play Store releases, ensuring seamless user experience for policyholders.
- Performed **profitability simulations** on existing products using diverse assumptions, strengthening financial modeling skills.
- Learned **Zurich's premium determination methodology**, deepening knowledge of pricing strategies and actuarial principles.

PROJECTS

See full list on LinkedIn

CERTIFICATES/INVOLVEMENTS

See all on LinkedIn