

## 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

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

## SKILLS

<b>Programming Language</b> Python, SQL, C++, Azure ML, MySQL	<b>Automation</b> Selenium, Power Automate, UiPath
<b>Visualisation</b> Power BI, Tableau, Seaborn	<b>Excel</b> VBA, Pivot Table, Power Query
<b>Cloud</b> Google Cloud Platform, Microsoft Azure, Amazon Web Services (AWS)	<b>Analysis Tool</b> SAS-Eminer, Eviews12

## PROFESSIONAL EXPERIENCE

### AIA Shared Services

#### Data Analyst (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, significantly improving process efficiency.
- **Automated reporting across multiple frequencies (daily, monthly)** using **Power BI**, enabling timely, accurate insights while reducing reliance on manual refreshes or static exports.
- Leading the **migration of Excel VBA-based solutions to Microsoft Power Platform technologies**, targeting completion by end of Q1 2026 to enhance scalability, security, and maintainability.
- Partnered with operations teams to analyze business processes, identify automation opportunities, and implement end-to-end solutions that reduced turnaround time and operational risk.
- **Enhanced existing or legacy processes** by redesigning them within the Microsoft ecosystem (Power Automate, Power BI, SharePoint, and Excel), ensuring consistency, auditability, and long-term sustainability.
- Utilized **Power Query and SQL** for advanced data retrieval, cleansing, and transformation to support both automated reporting and ad-hoc analytics.
- **Supported cross-functional teams** with ad-hoc requests and BAU tasks, delivering reliable, automated solutions that minimized manual intervention and reduced error rates.
- Delivered robust automation solutions using Power Automate connectors, approval flows, and cloud integrations, improving accuracy, compliance, and user experience.
- Championing a culture of continuous improvement: all automation solutions are being documented, version-controlled, and structured for ongoing refinement, laying the foundation for **CI/CD-like practices within the Power Platform environment**.

## 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**.

**Department Statistics Malaysia (DOSM)**

Apr 2022 – Nov 2022

**Personal MyStep Gred E41***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.

## **PROJECTS**

[See full list on LinkedIn](#)

## **CERTIFICATES/INVOLVEMENTS**

[See all on LinkedIn](#)