MD. ABU HANIF

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Summary

Experienced and results-driven Sr. Data Analyst with 6+ years of hands-on experience in Power BI, MS SQL Server, SSIS, and SSRS. Proven expertise in designing and optimizing ETL pipelines, analyzing and modeling large datasets, and delivering actionable insights through compelling data visualizations. Skilled in performance tuning, troubleshooting complex data issues, and leading cross-functional data initiatives. Adept at collaborating with international stakeholders and delivering high-impact data solutions that drive business value.

Work Experience

SENIOR DATA ENGINEER/DATA ANLYLIST   **July 2016 – Present**

Data Analysis & Reporting:

- Collected, analyzed, and interpreted large datasets from diverse sources (sales, production, inventory, marketing) to uncover trends, patterns, and predictive insights.
- Developed and delivered dynamic reports and dashboards to monitor and improve business performance.
- Applied statistical methods to optimize operations and support data-driven decision-making.
- Collaborated with senior leadership to define business KPIs and support strategic initiatives.
- Provided actionable insights that enhanced product development, marketing strategies, customer engagement, and operational efficiency.

Data Engineering:

- Designed, developed, and maintained scalable Data Warehouse solutions aligned with business requirements.
- Managed and optimized databases to ensure high performance, availability, and data integrity.
- Built robust ETL/ELT pipelines using SSIS and Python to automate data workflows across systems.
- Ensured reliable data backup, recovery, and disaster recovery strategies were in place.
- Monitored and optimized data pipeline performance and infrastructure reliability.
- Enforced data security and compliance with organizational and industry standards.
- Managed cloud platforms (Azure, GCP, AWS) to support data infrastructure and scalability.
- Engaged with stakeholders to gather requirements and deliver tailored data solutions.
- Implemented rigorous data quality assurance measures to ensure accurate and reliable data.

Technical skills

Hard skills:

- Database & ETL Tools: SQL Server (SSMS, SSIS, SSRS, SSAS Tabular), MySQL, BigQuery
- Data Warehousing: Design, development, and optimization of data warehouses
- Data Visualization: Power BI, Looker, Qlik Sense, Looker Studio
- Programming & Scripting: T-SQL, DAX, Python (.NET integration)
- Cloud Platforms: Azure, GCP (BigQuery), AWS
- Data Pipelines: ETL/ELT design and implementation using SSIS and Python
- Reporting & Analytics: KPI development, dashboard creation, performance tuning
- ERP Integration: Sage Accpac 300 (OE, PO, IC, AM, AS, CS modules)

Soft Skills:

- Strong problem-solving and analytical thinking
- Effective communication with technical and non-technical stakeholders
- Team leadership and cross-functional collaboration
- Project planning and time management
- Adaptability and a continuous learning mindset
- Attention to detail and commitment to data accuracy
- Client-facing experience with stakeholders

Education :

BSC IN CSE – NATIONAL UNIVERSITY – (DAFFODIL INSTITUTE OF IT)   Duration: 2010 – 2013