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Description automatically generated**Aamer Javed**

Sr. Data & Analytics Professional | Business Intelligence Engineer | Tableau, Power/BI Developer

Associate Data Scientist | Customer Experience (CX) Analyst

+1 (201) 920-9887 | aamer.javed.mce@gmail.com

**Summary**

Experienced Sr. Data & Analytics Professional with a robust background in business intelligence engineering and as a Tableau/Power BI Developer. Specializing in leveraging advanced analytical techniques to extract actionable insights from complex datasets across diverse domains. Proven track record of transforming traditional decision-making processes into dynamic, data-driven frameworks that achieve organizational goals. Recognized for exceptional communication skills and ability to collaborate effectively with senior management and clients to drive strategic initiatives.

**Core Competencies**

|  |  |
| --- | --- |
| **Reporting and Visualization Tools** | **Tableau**, Microsoft Power BI, SSRS (SQL Server Reporting Services), Crystal Reports, Excel |
| **Data Integration and Preparation** | Tableau Prep, Alteryx, KNIME, SQL Server Integration Services (SSIS), Power Query |
| **Relational Database Management Systems (RDBMS)** | Oracle, Sybase, MS-SQL Server, PostgreSQL, IBM DB2, MySQL |
| **Programming and Scripting Languages** | SQL, Python, VB, DAX |
| **Cloud Platforms** | Azure (Microsoft Azure), AWS (Amazon Web Services), IBM Cloud |
| **Machine Learning and Statistical Analysis** | Quantitative Analysis, Cohort Analysis, Predictive Analysis, Statistical Modelling, Clustering, Logistic Regression, Linear Regression, Support Vector Machine, Decision Trees, K-Nearest Neighbor (KNN), Naïve Bayes, Principal Component Analysis (PCA), Natural Language Processing (NLP), ML Ops, Jupyter Notebook, Bokeh, Matplotlib |
| **Data Modeling and BI Tools** | Data Modeling (FACT & Dimensions tables, Star & Snowflake schema), Microsoft BI Stack (Power BI, Power Pivot, Power View, etc.), **Microsoft SQL Server Analysis Services (SSAS**), Microsoft SQL Server Business Intelligence Development Studio (BIDS) |
| **Microsoft Office and Productivity Tools** | Advanced Excel, Office 365 (Word, Excel, PowerPoint, Access), MS Project, MS Access, Microsoft SharePoint Server (MOSS) |
| **Operating Systems and Tools** | Windows, UNIX, Linux |
| **Database Management and Architecture** | Database Architecture, Database Design, Relational Database (RDBMS) |
| **Data Science and Engineering** | Data Science, Data Engineer, ETL (Extract, Transform, Load), Data Pipelines, IBM Cloud, Big Data, Data Analysis, Data Processing, Data Storage |
| **Azure Cloud Services** | Azure SQL Database, Azure Data Lake, Azure Data Factory (ADF), Azure SQL Data Warehouse, Azure Service Bus, Azure Analysis Services (AAS), Azure Blob Storage, Azure Databricks, Azure Data Migration Service (DMS), Azure Machine Learning, Azure Synapse Analytics, Azure Cosmos DB, Azure Bot Services, Azure Database Administrator, Azure Data Warehouse, SQL Server On Azure Virtual Machines, Cloud Networking, Cloud Security, Cloud Services, Cloud Storage, Virtualization, Power Platform |
| **Other Skills** | KPI (Key Performance Indicator) Design & Analysis, Customer Experience (CX), KNIME (Data Analytics and Integration Platform), Data Security, Data Presentation |

**Professional Profile**

**Data Analytics Expertise**: Over 12 years of hands-on experience in data analytics, statistical analysis, and data reporting. Proficient in SQL for querying and managing relational databases (Sybase, SQL Server, MS Access), with a strong foundation in designing normalized databases and writing complex SQL queries stored procedures and automation scripts.

**Statistical Analysis and Forecasting**: Strong background in statistical analysis, utilizing regression, clustering, and time series forecasting techniques to identify patterns and trends critical for strategic decision-making.

**Advanced Visualization**: Skilled in creating interactive visualizations and executive dashboards using Tableau & Power BI enhancing data-driven decision-making and stakeholder communication.

**Machine Learning Application**: Extensive proficiency in Python for data mining, exploratory data analysis, and implementing machine learning algorithms to derive valuable insights and predict trends across various domains.

**SDLC and Business Applications**: Deep understanding of the Software Development Life Cycle (SDLC), adept at gathering requirements, system analysis, design, development, testing, and maintenance of business application systems.

**Business Process Optimization**: Expertise in enhancing customer experience and optimizing business processes through effective use of data visualization tools like Tableau and Power BI, consistently delivering measurable improvements in operational efficiency and performance metrics.

**Leadership and Collaboration**: Led cross-functional teams in producing comprehensive reports and dashboards, analyzing key performance indicators (KPIs) to drive operational excellence and support business growth. Proven ability to collaborate with stakeholders to leverage data for enhancing customer satisfaction and operational efficiency.

**Tableau Development/Administration and Dashboards Development**:

Designed and implemented Tableau solutions, including technology roadmaps and insightful dashboards. Served as a Tableau SME, ensuring adherence to **BI best practices**. Managed Tableau Server installations both on AWS and on-premises, configuring for **high availability with a 3-node cluster** and effective traffic management using AWS Elastic Load Balancing. Enhanced security with SSL/SAML and performed server performance tuning. Utilized **Tableau Server Manager** for administrative tasks and monitoring. Developed interactive dashboards with advanced features, integrated data from various sources (Hadoop, Oracle, SQL Server, AWS Redshift, Postgres, Athena), and applied **Agile** and **Waterfall** methodologies. Optimized dashboard efficiency through data blending, filters, and calculations, and conducted comprehensive data validation across multiple databases.

**Experience**

**Sunsoft USA, NJ, USA(Hybrid)**

***Sr. Data Analyst | Tableau Developer | Business Intelligence Engineer* 2023 - Present**

**Project description:** Data, Information and Analytics is the project which provides a vital data dashboard of different divisions across client’s departments which provides an insight into various products developed by client.

* Developed Tableau dashboards to visualize key operational metrics, leveraging data from various sources.
* Created visualizations to monitor performance indicators such as efficiency ratios, operational metrics, and customer engagement metrics.
* Analyzed and reported on data from multiple sources, including operational data, customer data, and performance metrics.
* Monitored trends in operational performance, identifying areas for improvement and optimization.
* Designed dashboards for risk management, analyzing risk factors and operational performance metrics.
* Developed customer behavior metrics dashboards, including customer acquisition cost (CAC), customer lifetime value (CLV), and customer retention rates.
* Ensured compliance with data governance standards, implementing protocols for data accuracy and security.
* Conducted advanced data analysis techniques including time series analysis, segmentation analysis, and comparative analysis using Tableau.
* Collaborated cross-functionally to integrate data from diverse sources, ensuring data integrity and supporting decision-making processes.
* Designed and implemented data infrastructure, including database models and reporting systems, to support data-driven decision-making strategies.
* Utilized statistical methodologies and visualization techniques to extract insights and identify trends in data.
* Led initiatives to streamline data preprocessing procedures, ensuring data readiness and reliability for analysis.
* Resolved data-related challenges by integrating information from disparate sources and troubleshooting technical issues.
* Conducted AB testing and predictive analyses to forecast trends and opportunities based on data insights.
* Crafted insightful dashboards and reports to monitor and interpret key performance indicators and operational metrics.
* Orchestrated data governance initiatives to maintain data quality, security, and regulatory compliance.
* Collaborated closely with stakeholders to deliver data-driven insights and actionable recommendations, supporting informed decision-making across departments.

**Environment:** Tableau, SQL, Python, Excel, Data Integration Tools (e.g., Alteryx, KNIME), SQL Server, Database Design, Data Modeling (FACT & Dimensions tables, Star & Snowflake schema), Statistical Analysis, Data Visualization, Advanced Visualization Techniques, AB Testing, Predictive Analysis, Data Governance, Regulatory Compliance, Cross-functional Collaboration

**Seder Group (Riyadh Saudi Arabia)**

***Sr. Business Intelligence Engineer* 2021 - 202**3

**Project description:** Customer Experience Analysis based Managed Services project based upon big data.

* Analyzed yearly customer complaint data using SQL queries from Sybase IQ, correlating with key performance and quality indicators, and applied cohort analysis to understand user and application behavior.
* Led a team to create Tableau dashboards integrating Python's DBSCAN for density-based clustering of customer complaints correlated with Ookla speed test data, pinpointing problematic areas.
* Developed district-level key performance indicators focused on reducing churn and complaint rates, guiding targeted customer experience improvements. Utilized Tableau for visualization and reporting.
* Formulated cluster indices to prioritize and implement solutions for low-performance areas affecting customer experience.
* Introduced interactive visualizations in Tableau to track roaming users from source to target countries.
* Engineered and optimized SQL queries and database structures to streamline data retrieval and enhance analytical capabilities.
* Collaborated with cross-functional teams to integrate Tableau visualizations into business processes, improving data-driven decision-making across departments.

**Environment**: Sybase IQ, SQL, Tableau, Python (including DBSCAN), Ookla speed test data, Tableau for visualization and reporting

**Seder Group (Riyadh Saudi Arabia)**

***Tableau Dashboard Developer | RAN (Radio Access Network) Data Analyst Consultant* 2017 - 2021**

**Project description:** Cellular Network based Managed Services project.

* Derived, engineered, observed, and optimized key performance indicators of radio access network, by utilizing mathematics, MS excel and Huawei tools.
* Applied engineering principles to analyze and perform cellular network clusters coverage optimization to improve cellular coverage, quality, and end user experience.
* Successfully directed and managed team responsible for performance monitoring dashboards in power bi and tableau.
* Improved accessibility & mobility key performance indicators by implementing & enhancing RAN(radio access network) features.
* Validated cellular coverage footprint by identifying coverage gaps and quality issues by analyzing drive test parameters, channel quality indicators and measurement reports by cell phones.

**Environment:** Mathematics, Microsoft Excel, Huawei tools, Power BI, Tableau, Drive test parameters,

Channel Quality Indicators (CQI), Measurement reports by cell phones

**AdvaComm (Al Khobar Saudi Arabia)**

***Dashboard Developer | Reporting Expert | RAN (Radio Access Network) Optimization Engineer* 2013 – 2017**

**Project description:** Cellular Network Optimization and Performance Enhancement With Dashboard Analytics.

* Analyzed and improved problematic areas in the access network through physical and parametric optimization, specifically tuning for accessibility, mobility, and retainability key performance indicators (KPIs) to enhance reporting accuracy.
* Evaluated network capacity and executed capacity balancing strategies to mitigate network congestion, thereby preventing degradation of key performance indicators crucial for reporting.
* Led a team of 10 professionals in conducting technical surveys and delivering comprehensive technical reports aimed at optimizing network performance and supporting dashboard analytics.
* Analyzed and prepared detailed technical reports concerning radio frequency optimization in 4G cellular networks, providing essential insights for reporting and dashboard visualization.
* Engineered and optimized the process of cellular tower audits to ensure up-to-date information availability, facilitating easier access for physical optimization efforts aimed at resolving network issues efficiently and supporting dashboard metrics.
* Optimized and fine-tuned LTE site clusters to improve overall user experience metrics, aligning network performance improvements with reporting and dashboard objectives.

**Environment:** Tableau, Microsoft Excel, Huawei tools (for radio access network optimization), Power BI, Ookla speed test data, Access network infrastructure, 4G cellular networks, LTE site clusters

**Education**

**Bachelor of Science in Electronics & Communications – Engineering 2008 - 2012**

*(Mathematics, Probability and stochastics, Statistics, Programming, Information Systems)*

**Coursera 2023**

Google Advanced Data Analyst

*(Data Science, Data Analysis, Python Programming, Jupyter Notebook, Machine Learning, Statistical Analysis, Tableau Software, Data Visualization, Predictive Modelling, Kaggle, Exploratory Data Analysis (EDA), Regression Models)*

**Professional Certifications:**

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| **Certification Titles(Verifiable from credly)** | |
| **Google Advanced Data Analyst Professional Certificate** | **Microsoft Certified: Azure Data Scientist Associate** |
| **Tableau Desktop Specialist** | Microsoft Certified: Azure AI Fundamentals |
| **Microsoft Certified: Power BI Data Analyst Associate** | Microsoft Certified: Azure Data Fundamentals |
| Microsoft Certified: Azure Data Engineer Associate | Microsoft Certified: Azure Fundamentals |
| IBM: Databases and SQL for Data Science | IBM: Relational Databases(RDBMS) Essentials |
| IBM:Data Engineering Essentials | IBM:Python Project for Data Engineering |
| IBM:Python For DataScience and AI |  |

**Language**

*English, Hindi, Punjabi*

**Additional Badges | Continuous Improvement and Learning:**

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