

Muhammad Azhar

Lead Data Visualization | Tableau Ambassador

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Summary

Senior BI and Analytics professional with over 6 years of experience translating complex business requirements into scalable BI and self-service reporting solutions. Proven track record delivering enterprise-grade dashboards that support executive and Board-level decision-making across finance, risk, and strategy functions. Strong capability across data visualisation (Tableau, Power BI), analytical modelling, stakeholder engagement, and data governance, with experience establishing standards that improve data quality, consistency, and adoption. Known for pragmatic delivery within cross-functional agile teams and for building analytics capability that delivers measurable commercial value.

Skills

- Tableau (Desktop & Prep)
- Power BI Desktop
- Python, R (ggplot, Shiny), [d3.js](#)
- SQL
- Executive Dashboard Development
- Data Visualization Strategy & Framework Design
- Advanced Data Storytelling & Narrative Design
- Visual Design Principles & Cognitive Perception
- Data Governance
- Dimensional Data Modeling
- Visualization Standards & Design Systems
- Mentorship & Visualization Review Leadership

Work Experience

Lead Data Visualization - NEOM

Jul 2025 - Present

- Led requirements gathering with Finance, Audit, and Risk stakeholders to translate business needs into scalable fraud monitoring solutions, identifying 300 high-risk accounts and strengthening audit readiness and governance outcomes.
- Designed and delivered Board-level BI dashboards to assess four major business cases supporting a multi-billion-dollar investment programme, enabling data-driven executive and Board decision-making.
- Developed and maintained self-service analytics dashboards covering tourism, macroeconomic, and demographic forecasts, supporting monthly executive reviews.

Business Analytics Specialist, Emirates National Bank Dubai (ENBD)

Mar 2023 - Jun 2025

- Led requirements gathering and delivery across Finance and Trade stakeholders, coordinating a cross-functional BI squad (Tableau developers, QA, and business users) to deliver multiple concurrent dashboards, improving data quality and accelerating insight delivery.
- Designed and migrated Treasury, Cash, and Trade reporting to Tableau-based self-service BI solutions, reducing report turnaround times and increasing visibility into critical performance metrics across business units.
- Partnered with engineering and delivery teams to define Tableau development, deployment, and visualisation standards, supporting scalable enterprise BI and consistent governance across subject areas.

BI Consultant - Datamatics Technologies

Jan 2023 - Jun 2023

- Worked with client stakeholders and delivery teams to gather and validate business requirements, translating them into clear technical and reporting specifications for Power BI solutions.
- Delivered ad-hoc and project-based analysis using SQL and Power BI, supporting timely decision-making for a KSA-based banking client within tight delivery timelines.
- Designed Power BI report and dashboard wireframes, aligning visualisation design with business objectives and enabling efficient downstream development.

Data Quality Analyst - Pointivo

Mar 2020 - Dec 2022

- Partnered with Data Engineering, Product, and Operations teams to define and implement data quality standards and controls, improving overall data accuracy by 30%.
- Proactively analysed data trends to identify root causes of data quality issues, resolving defects and reducing recurring data errors by 20%.
- Performed high-volume data audits across complex 3D model datasets, identifying and correcting 1,000+ issues per month, improving the reliability of downstream analytics and reporting.
- Developed Tableau-based data quality dashboards to monitor accuracy, completeness, and exceptions, enabling stakeholders to track quality metrics.

Machine Learning Engineer - NTAQ Solutions Jul 2019 - Feb 2020

Jul 2019 - Feb 2020

- Collaborated with engineering teams to modernise and optimise a production analytics pipeline, reducing end-to-end runtime by 10% through parallel processing and improved code structure, enhancing reliability and user experience.
- Applied image analytics and segmentation techniques to extract structured data from drone imagery, achieving an F1 score of 0.8 and exceeding accuracy targets through data preparation, augmentation, and model tuning.
- Implemented performance and feature optimisation techniques to improve model outputs by 10%, supporting higher-quality downstream data products and analytical use cases.

Machine Learning Engineer (Intern) - Experts Vision Mar 2019 - Jul 2019

Mar 2019 - Jul 2019

- Developed and deployed predictive analytics models to estimate order delivery ETAs, improving forecast accuracy by 40% and supporting better operational planning and exception management.
- Built a computer-vision-based data extraction tool using OpenCV to identify UI elements within SAP interfaces, improving automation and reducing manual effort.

Certifications

- Tableau Featured Author
- Tableau Desktop Specialist
- Data Analysis and Visualization with Microsoft Power BI
- Enterprise Design Thinking Practitioner (IBM)

Education

COMSATS University, ISB

BS, Computer Engineering (Sep 2015 - Feb 20